LIFE

BIGGEST ANIMAL RESCUE OPERATION SINCE NOAH

POPULAR WORLD OF ANTIQUES



ZSA ZSA GABOR AND HER FAMOUS GHOST

REG. U. S. PAT. OFF.

JUNE 29, 1959



Once an iron-nerved test pilot was thrown for a loop by an oversized '59 car. It was bigger than a blimp . . . and burned up even more gas—super-premium, at that.



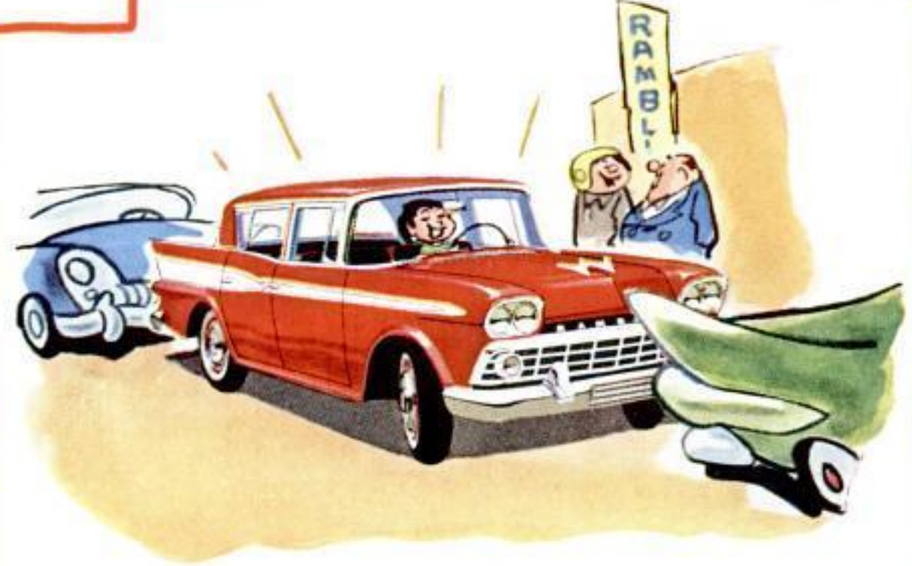
He had to rent a hangar because its fancy fins wouldn't fit his garage. Bills poured in for gasoline, insurance, repairs, etc., and his finances went into a tailspin.



It rattled and shook as though it were falling to pieces. "Why don't they give up this nuts and bolts construction," roared the pilot, "and build cars the modern way like jet planes?"



"A few," said an engineer friend, "do have modern, stronger, rattleproof Single Unit Construction like the newest aircraft—Rambler, and two high-priced makes."



So the pilot and his wife flew to their Rambler dealer's and discovered the best of both: big car room, small car economy. "No rattles," said the pilot. "Easy to park," said his wife.



Now they save with every mile . . . and enjoy Rambler Personalized Comfort: sectional sofa front seats that glide back and forth individually. You can save, too, with Rambler.

GO RAMBLER—the COMPACT* car

Get the best of both: Big car room, small car economy



Rambler Custom 4-Door Sedan

Now the smart new Rambler not only outsells most big cars, but also outsells the top five foreign makes *combined*. Here's why: Rambler saves you more than ever on first cost (hundreds of dollars on most comparable '59s), on gas, on upkeep. Highest resale, too. Safer, sturdier, rattleproof Single Unit Construction* gives you big car room with small car economy and parkability. Enjoy Personalized Comfort: sectional sofa front seats glide back and forth individually. See the success car at your Rambler dealer.

SEE YOUR RAMBLER DEALER

Rambler 6 or V-8 • Ambassador V-8 • Metropolitan

*TRADEMARK AMERICAN MOTORS

New 100 inch wheelbase Rambler American



SEDAN



STATION WAGON

$1835

Suggested delivered price at Kenosha, Wisconsin, for 2-door sedan at left. State and local taxes, if any, automatic transmission and optional equipment, extra.

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MARKET OF THE 60s



The Output Outlook: A Much Bigger Pie in a Product-Filled Sky.

How large and what kind of market we will see during the 1960's depends on two key factors: the vast population increase (examined here last week) and the efficiency of the economy -- the rate at which the U. S. increases its national output.

National productivity, measured in output per man-hour, can be expected to increase at 3% or more per year, equalling the average rate of the record postwar years.

In addition, an expanding labor force will be turning out more per hour. Thus, we can anticipate that the economy as a whole will grow at the unprecedented rate of 4.2% a year during the Sixties.

How dramatic an increase this represents is found in these statistics:

> During the Sixties there will be a $900 increase per person in U. S. production. During the entire previous half century the increase per person totalled $1450.

By 1970 Gross National Product will be $750 billion (in today's prices), compared to 1959's estimated $475 billion -- a 58% gain.

Obviously, an increase of 58% is not in store for every company and person. Nor does it mean exactly proportionate increases in each sector or our total national expenditure -- consumption, defense, and investment. Here is the outlook in each of these major expenditure areas for the decade ahead:

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Consumer Spending to Go Way Up.

This year consumer expenditures will total some $290 billion. In 1970 the figure will be $435 billion, a gain of 50% or of some $1300 per family unit (in today's dollars).

According to FORTUNE, some of the major components of this vast consumer expenditure increase could look like this:



Food, drink and tobacco -- from $91 billion in 1960 to $101 billion in 1965, to $117 billion in 1970 -- an overall $26 billion (29%) gain for the decade.

Personal services and utilities -- from $48 billion in 1957 to $67 billion in 1965 and $89 billion in 1970 -- an overall 86% gain.

Autos -- from $15 billion in 1957 to $21 billion in 1965 and $26 billion in 1970 -- a 73% gain.

Clothing -- from $39 billion in 1960 to $43 billion in 1965 to $50 billion in 1970 -- an increase of 28%.

Household and recreation goods -- from $35 billion in 1960 to $42 billion in 1965 to $53 billion in 1970 -- a gain of 51 percent.

Defense and Investment Expenditures Also Relatively High.

Expressed in terms of percentages, defense and investment today take about 39% of GNP. They are projected to take about 41% for the entire decade of the Sixties.

Defense expenditures will expand from $51 billion in 1960 to $67 billion in 1965 to $75 billion (in 1959 dollars) in 1970 -- an overall increase for the decade of 47%.

There will be a disproprotionate rise in industrial investment and in "social investment" (education, health, government, housing, etc.) during the Sixties. Private capital goods outlays are projected to rise from $47 billion in 1960 to $85 billion in 1970 (an increase of 80%); all other investment from $96 billion in 1960 to $155 billion in 1970 (up 61%).

Consumption outlays, the remainder, which have been accounting for 61%, will decline to some 58% of GNP about midpoint in the decade. But in the second half of the Sixties, the consumer expenditure portion will be rising relative to the rest, reversing the trend of the earlier period.

Over the decade as a whole, consumption, though accounting for a slightly smaller share of GNP, will show an immense actual rise as compared to present levels.

(continued on back flap)

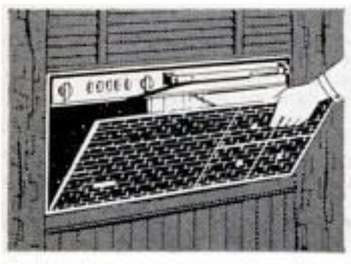
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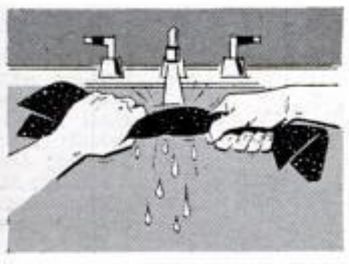
—and no fooling*



New PHILCO NOISELESS



Exclusive Tilt-Down Front. Easy access to permanent washable filter. No struggling with nuts and bolts. New hinged front simply pulls open, pushes shut.



Permanent Washable Filter. Clean and replace the miracle Philco filter in a few seconds. No sprays, oil or mess. No expensive replacements necessary.

So quiet you'll hardly know it's there. The new Philco Noiseless is actually up to three times quieter than comparable air conditioners!

***Cooling Capacity Guaranteed.** Big-cooling Philco Noiseless air conditioners give you up to 15,000 BTU's. Cooling capacities are rated according to official ARI standards and clearly marked on the serial plate of every unit.

Smart new Compact Cabinet mounts flush. Two-speed fan. Automatic thermostat. Push-button controls. Circulates and ventilates.

Note to allergy sufferers: Exclusive hospital-tested Ionitron® Air Charger available for most models. Gives quick relief to most cases of hay fever and air-borne allergies.

See the new Philco Texan models that give up to 16,000 BTU's in a small new cabinet. At your Philco dealer's.

PHILCO

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Vol. 46, No. 26

LIFE

REG. U.S. PAT. OFF.

June 29, 1959

Biggest since Noah 18

In the biggest animal rescue since Noah's roundup, wild animals trapped by rising water near Rhodesia's new Kariba Dam are caught and evacuated.



ANTELOPE AND RESCUER

Bitterest political battle 28

One of the most bitter political fights of our times ended in the Senate rejecting Lewis Strauss. This is a report on why it happened and what it means.



STRAUSS IN DEFEAT

A ghostly tattletale 128

By dint of compassion and persistent digging, ghost writer Gerold Frank gets famous ladies with pasts to tell all in best-selling autobiographies.



FRANK AND SUBJECT

New kind of champ 120

Golf takes a refreshing turn after a run of grim, slim robotlike champs in chubby, relaxed Billy Casper, the new U.S. Open titleholder.



CASPER DURING PUTT

Handbook for antiques 94

Anything grandma used is worth almost its weight in uranium. LIFE presents a handsome handbook on antiques and tips from a hard-bargaining collector: Gypsy Rose Lee.



ANTIQUE RACING TOUT

COVER
In the studio of Philippe Halsman, Zsa Zsa Gabor is photographed in front of a white diaphanous curtain. Behind stands the famous ghost writer, Gerold Frank, who is working on her life story *(see pp. 128–139)*

THE WEEK'S EVENTS
Gallant men take on Noah's job to rescue thousands of animals trapped by rising waters of an African dam. Photographed for LIFE by Terence Spencer 18
A Look at the World's Week 26
Passions and stratagems in the fall of Strauss. By John L. Steele, chief, TIME-LIFE Washington Bureau 28
Louisiana's governor is in, out and in 30
In a province of India there is a revolt against Communist rule 32
Adenauer ticks off the West: stop that bickering, he warns, before we go back to Geneva. By John Mulliken, LIFE correspondent 37
A step toward equal justice: a Florida jury finds four whites guilty of raping a Negro 38
Plane crew tells details of an international incident. By Alexander Campbell, TIME-LIFE correspondent 40

EDITORIALS 34
Let's speed cancer's defeat
Can good teaching be illegal?

PHOTOGRAPHIC ESSAY
U.S. craze for things past: worldwide sampling of antiques serves as a basic buyer's guide. Photographed for LIFE by Dmitri Kessel 94
Tips by an improbable pro. By Gypsy Rose Lee 108

ARTICLE
Great tell-it-all ghost: Gerold Frank produces big best-sellers by helping ladies reveal sensational pasts. By Paul O'Neil 128

MUSIC
Outbreak of oddball hits: country's tunes take up battles, trolleys, pink shoe laces 47

MOVIES
Lusty North-South Western: *The Horse Soldiers* re-enacts famous Union cavalry raid 55

DANCE
A Bolshoi crasher: 13-year-old Los Angeles ballerina wins scholarship in Moscow 91

THEATER
"That's all there is": a queenly career ends for Ethel Barrymore 116

SPORTS
Body English of a champ: Bill Casper, U.S. Open winner 120

BOOKS
A puzzle over Pete's leg: research uncovers which of Peter Stuyvesant's legs was the phony 142

PARTY
Famous bride's small wedding: Brigitte Bardot gets married in a Paris suburb 145

OTHER DEPARTMENTS
Speaking of Pictures: crowd of climbers in Alice's Wonderland 12
Letters to the Editors 14
Sequel: a surprising best-seller for Mideast, LIFE's *Hungary's Fight for Freedom* in Arabic 43
Miscellany: a fringe benefit 148

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43—BOT. JAMES BURKE
47—RALPH MORSE BACKGROUND LITHOGRAPH FROM THE BETTMANN ARCHIVE
48, 49—CARTOON BY BILL HANLEY FOR THE BOSTON GLOBE, TED POLUMBAUM, JOERN GERDTS
50—RALPH CRANE
55, 56, 57—MURRAY LADEN
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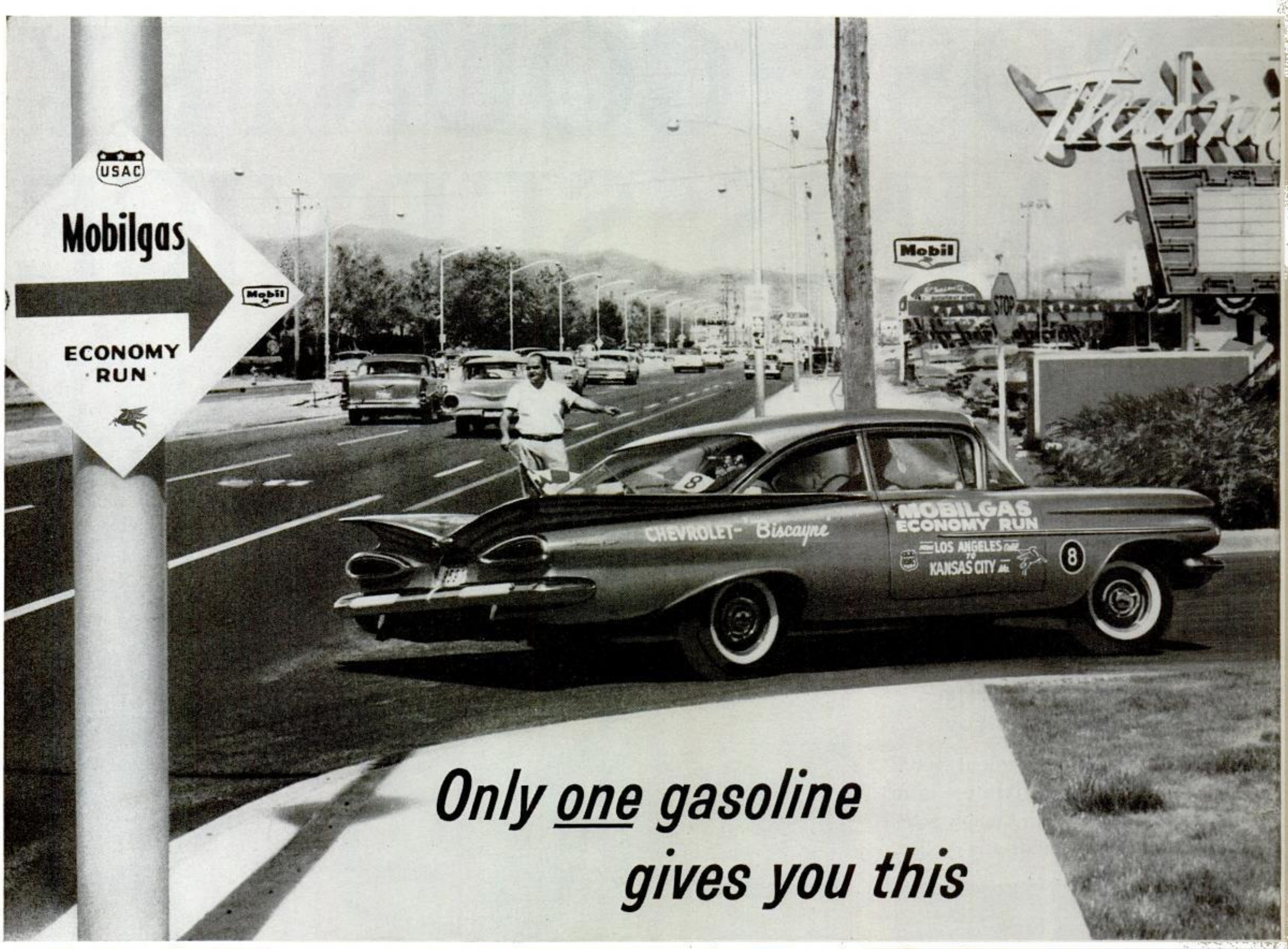
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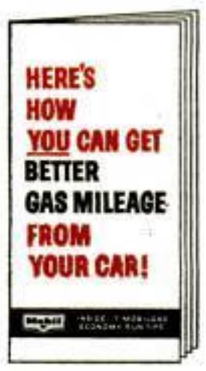
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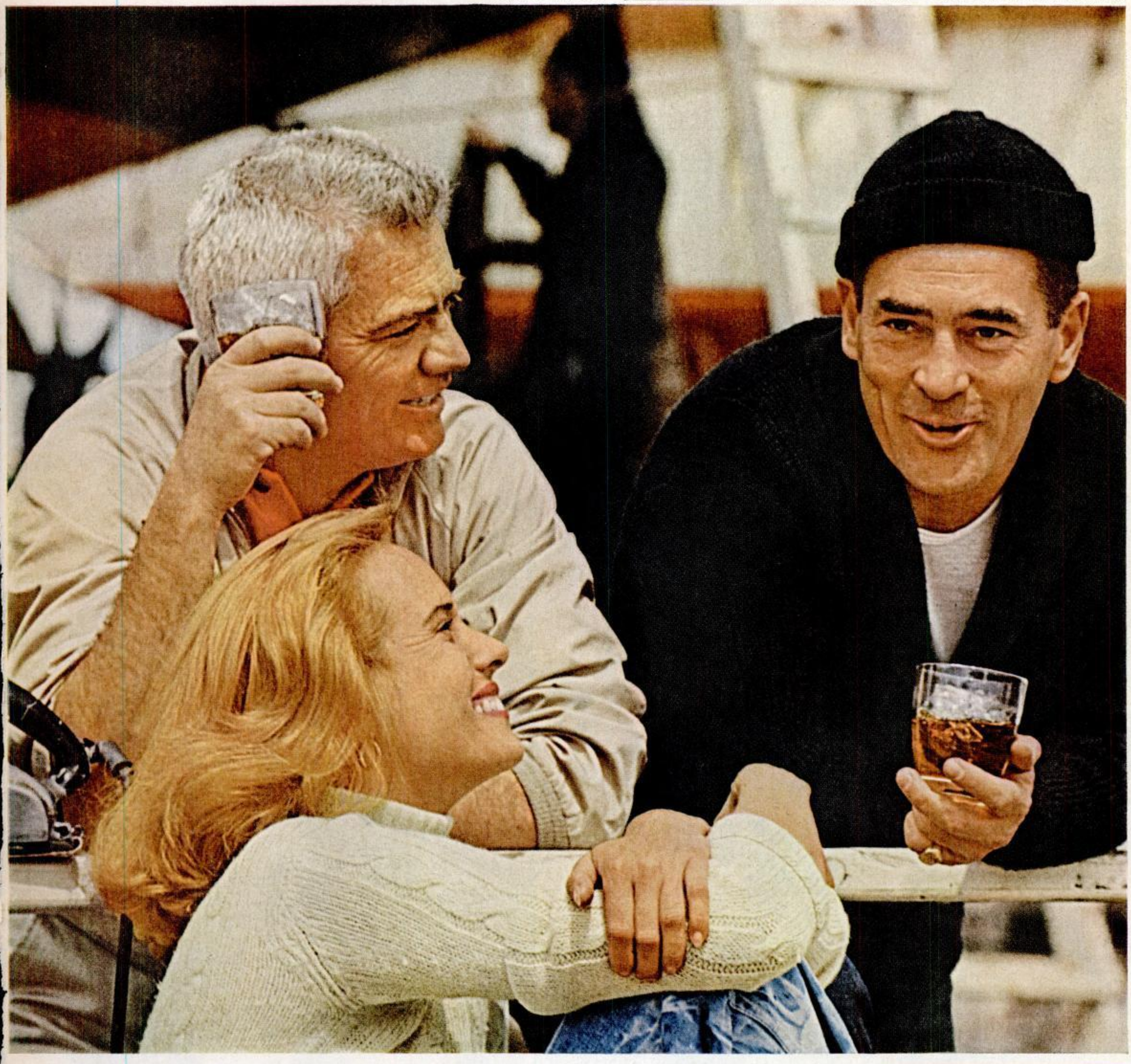
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this big



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A $239 General Electric Thinline delivers a couple from brutal St. Louis humidity

THINLINE AIR CONDITIONERS

Left, below: One Thinline Air Conditioner provides a cool retreat for schoolteachers Homer and Rita McCracken, in the face of St. Louis' infamous humidity. As these case histories prove, no air conditioning job is too tough for General Electric Thinlines . . .









ST. LOUIS, MISSOURI

THE JOB: Cooling a 1,000-square-foot house at low cost *was a necessity for Homer and Rita McCracken, both schoolteachers. Their summertime jobs—installing air conditioners and supervising a playground—keep them out in sweltering humidity.*

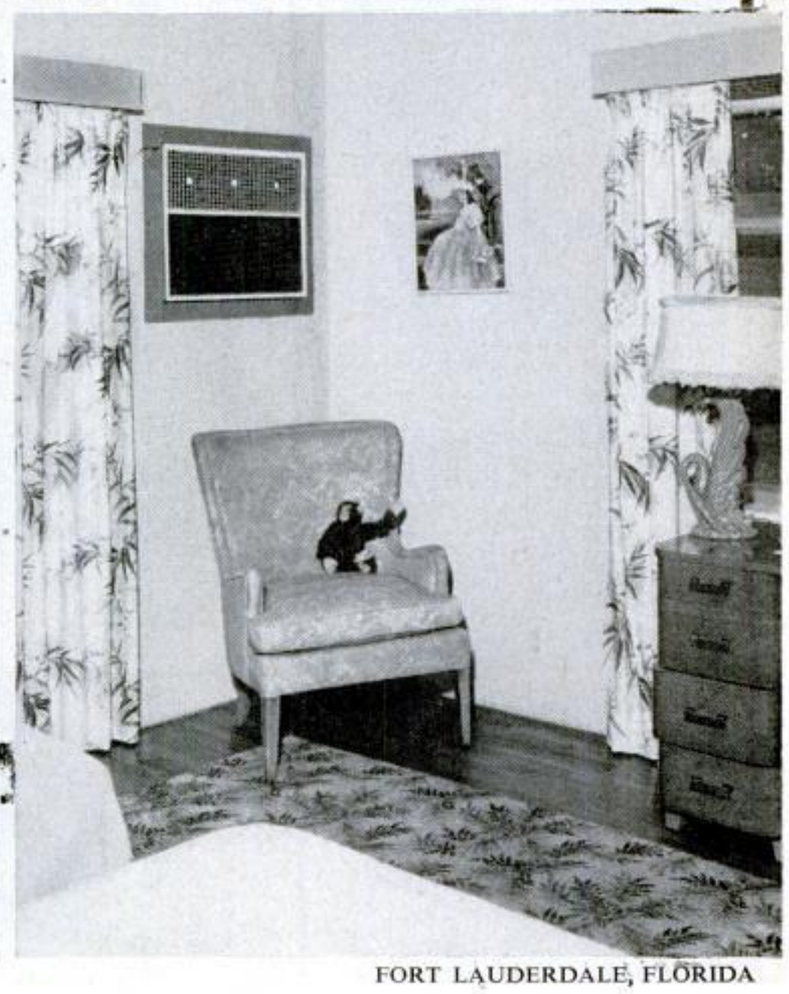
THE ANSWER: Mr. McCracken installed a 1 hp, 9,400 BTU* Custom Manhattan *Thinline* himself—in the bedroom window. No rewiring was needed, so the total price came to $239. The McCrackens have a cool haven to come home to. Mrs. McCracken is having a baby later this summer and plans to "hibernate in cool comfort all summer long."



HOUSTON, TEXAS

THE JOB: Comfortable sleeping at a reasonable price *... Mr. and Mrs. Ernest Glenn had a 4-year-old General Electric air conditioner for the living area, but it didn't quite reach their bedroom with cool, dry air.*

THE ANSWER: The Glenns bought a 1 hp, 115-volt General Electric *Thinline* for their bedroom; paid $205 including installation. Circuits were adequate, so no rewiring was necessary. Now this unit teams up with the older one to make the whole house—1,292 square feet—wondrously cool. Oaks and pines shade the house. Mrs. Glenn, a schoolteacher, appreciates cool comfort after a day with six-year-olds.



FORT LAUDERDALE, FLORIDA

THE JOB: Cooling and heating a 1,798-square-foot house *of four bedrooms, three baths, living room, Florida room (a kind of louvered glass sunroom), kitchen proved simple for Mr. and Mrs. James H. Connors.*

THE ANSWER: A ½ hp General Electric *Thinline* cools a tiny back bedroom and helps out with the kitchen. Then three 10,000 BTU* All-Weather *Thinlines* handle the rest of the house—one in the living room and one in each of two bedrooms. All go through the wall and all four totaled $1,075 plus $150 for 230-volt wiring—"not a bad price for year-round comfort," says Mr. Connors.



1. Deluxe Thinline, 9,000 BTU's*, 230 volts. A 115-volt model has 6,500 BTU's* on 7.5 amps.

2. Super Thinline, 16,000 BTU's*, 2 hp. A 1½-hp model packs 13,000 BTU's*. Both 230 volts.

3. Custom Thinline, 8,500 BTU's*, 115 volts, 12 amps. 26″ wide 15⅜″ high, 16⅞″ deep.

4. Thinette, 6,000 BTU's*, 7.5 amps, 115 volts. 13″ x 13″ x 25″. You-do-it installation.

5. All-Weather Thinline, 10,000 BTU's* of cooling; 10,000 BTU's* of heating.

Easy to afford, General Electric *Thinlines* are your biggest bargain in comfort. Comfortable terms available through General Electric Credit Corporation or through other reputable financing institutions. Ask your G-E dealer which *Thinline* is right for you. General Electric Company, Room Air Conditioner Department, Louisville 1, Kentucky.

**Capacities tested and rated in compliance with National Electrical Manufacturers' Assn. Standards CN 1-1958.*

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Swift helps you plan a

Plan your party with Swift's Premium Table-Ready Meats in these

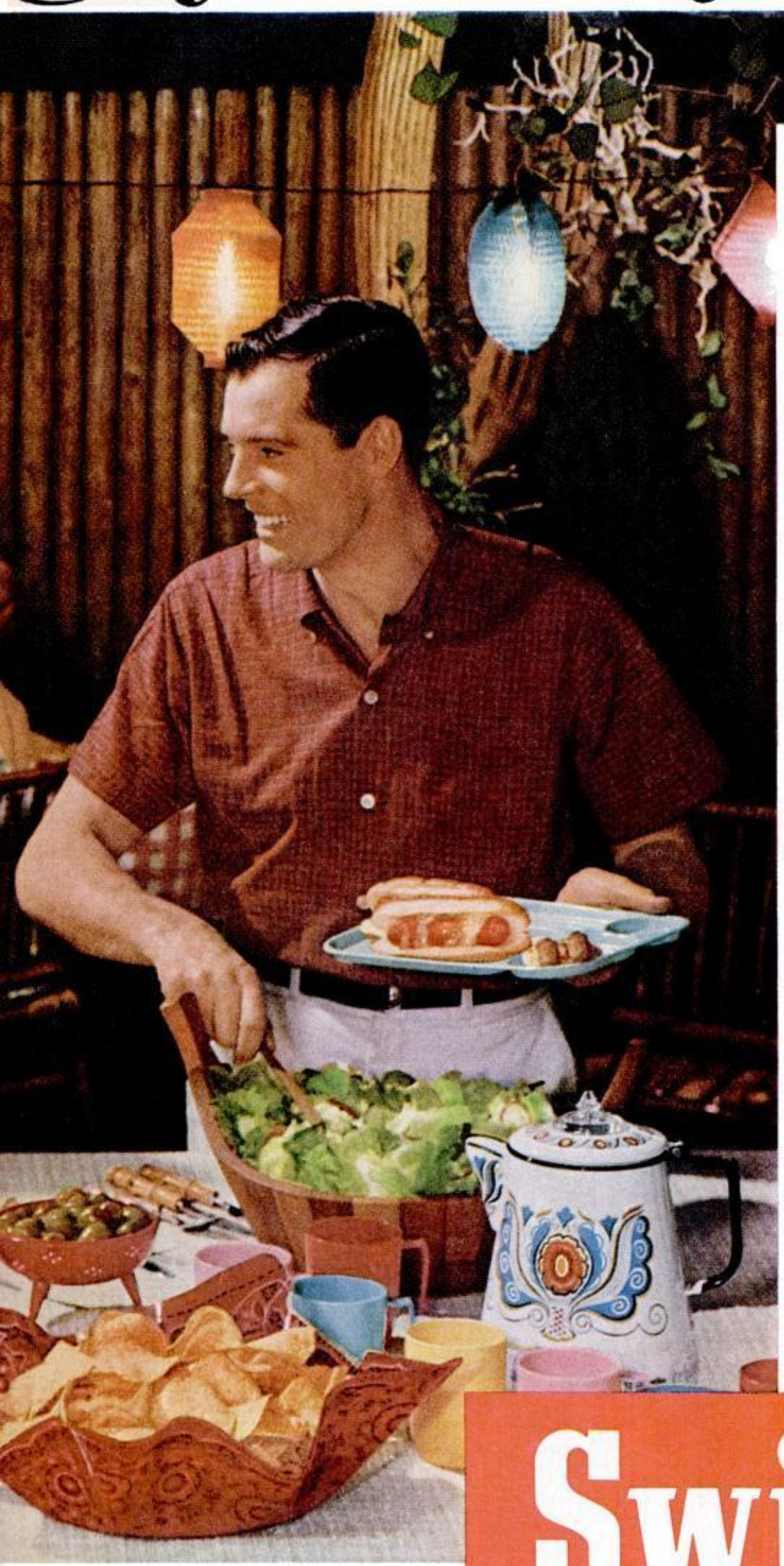
Summertime . . . and the entertaining is *easy* when you plan your outdoor party around these quick-to-fix dishes! They're simple to make and serve, giving *you* more time for fun. And each one is especially tempting in flavor, rich in good meat protein.

FRANK "QUAILS"—Slit Swift's Premium Franks almost through, lengthwise and fill centers with strips of Swift's Brookfield American Cheese. Wrap slices of Swift's Premium Bacon around each Frank and fasten with wooden picks. Grill 'til bacon is done and cheese is melted, about 8 to 10 minutes. Serve sizzling hot!

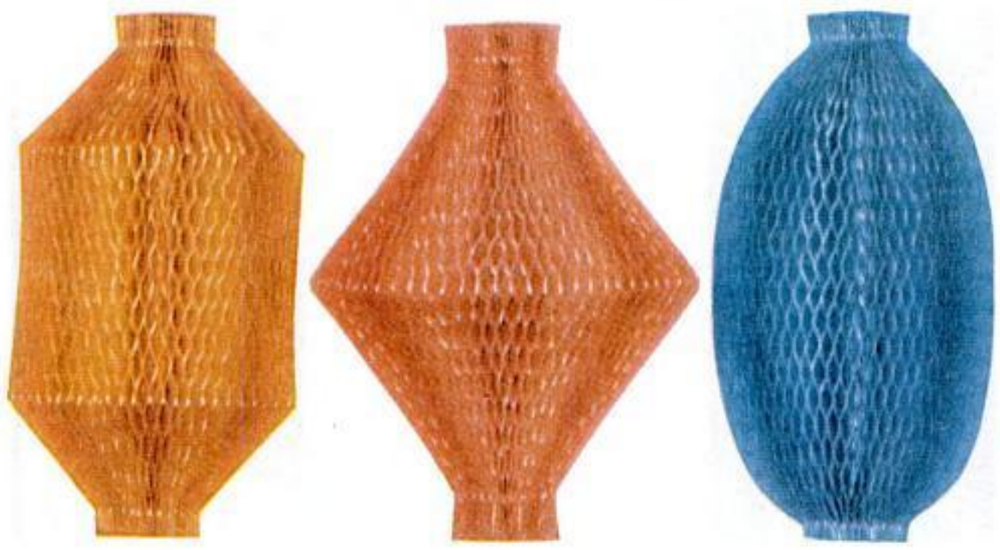
FOLD-UP KABOBS—Spread slices of Swift's Premium Bologna, Salami and P&P Loaf with soft butter or margarine blended with mustard. Fold meat into quarters and alternate with tomato wedges and squares of green peppers on skewers. Grill until lightly browned. Serve in small split loaves of French bread.

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gay 'n easy Patio Party!



SPECIAL OFFER!



Colorful Patio Lanterns

Here's the "light of the party" for your patio, porch, yard or game room. These lovely, lively lanterns lend a soft glow of enchantment to outdoor living all summer long. Each set contains 3 attractive shapes (as pictured), each 10 inches deep; 3 gay colors—gold, coral and turquoise.

A SET OF 3 for only $1.00

and one label from any of these

SWIFT'S PREMIUM TABLE-READY MEATS:

Swift's Premium Chubs (Braunschweiger, Ham Salad, Sandwich Spread), Sliced Salami, Bologna, P&P Loaf, Cooked Ham, Franks, Brown 'N Serve Sausage, Swift's Brookfield Pure Pork Sausage.

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MEAT MAKES THE MEAL



To Serve Your Family Better

Swift

104TH YEAR

tempting dishes!

BROWN 'N SERVE INDIVIDUAL PIZZAS—Split English muffins and top with slices of Swift's Brookfield Process American Cheese and tomato paste. Sprinkle with oregano and grated Swift's Brookfield Parmesan Cheese. Top with Swift's Premium Brown 'N Serve Sausages split lengthwise. Fix ahead in your kitchen. Broil to melt cheese and brown sausage. Keep hot on warmer 'til serving time. These are sure to please your guests!

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MAIL TO: SWIFT'S LANTERN OFFER. P.O. BOX 6814. Chicago 77, Ill.

Please send me_____set(s) of three Patio Lanterns. For each set ordered, I'm enclosing a check or money order for $1.00 and one label from Swift's Premium Table-Ready Meats.

NAME _____
(Please print plainly)

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Hurry! Order now! Offer expires Sept. 30, 1959. Void if taxed, prohibited or otherwise restricted. Allow 3 weeks for delivery. Additional order forms enclosed in each package of Swift's Premium Franks, Brown 'n Serve Sausage and Swift's Brookfield Pure Pork Sausage.

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You can dine outdoors or in *more practically* with beautiful all-occasion Bondware. For piping hot drinks or dinners, coffee, juicy foods or gravy, there's a new kind of plastic coated surface that always stays crisp and protects flavor, too. And for snacks or icy drinks, use Bondware cold cups and plates. Beautiful Bondware offers just the right design for every occasion, matched sets for every serving need. On sale where you shop today!

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Yes, only Dial. Because only Dial has AT-7, most effective deodorant put in soap. Millions rely on Dial, and only Dial to stop perspiration odor. No extra deodorant, either.

Only Dial—the soap for people who like people.



Aren't you glad you use Dial Soap!



(don't you wish everybody did?)

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IN CENTRAL PARK, CHILDREN SWARM ALL OVER ALICE AND HER FRIENDS

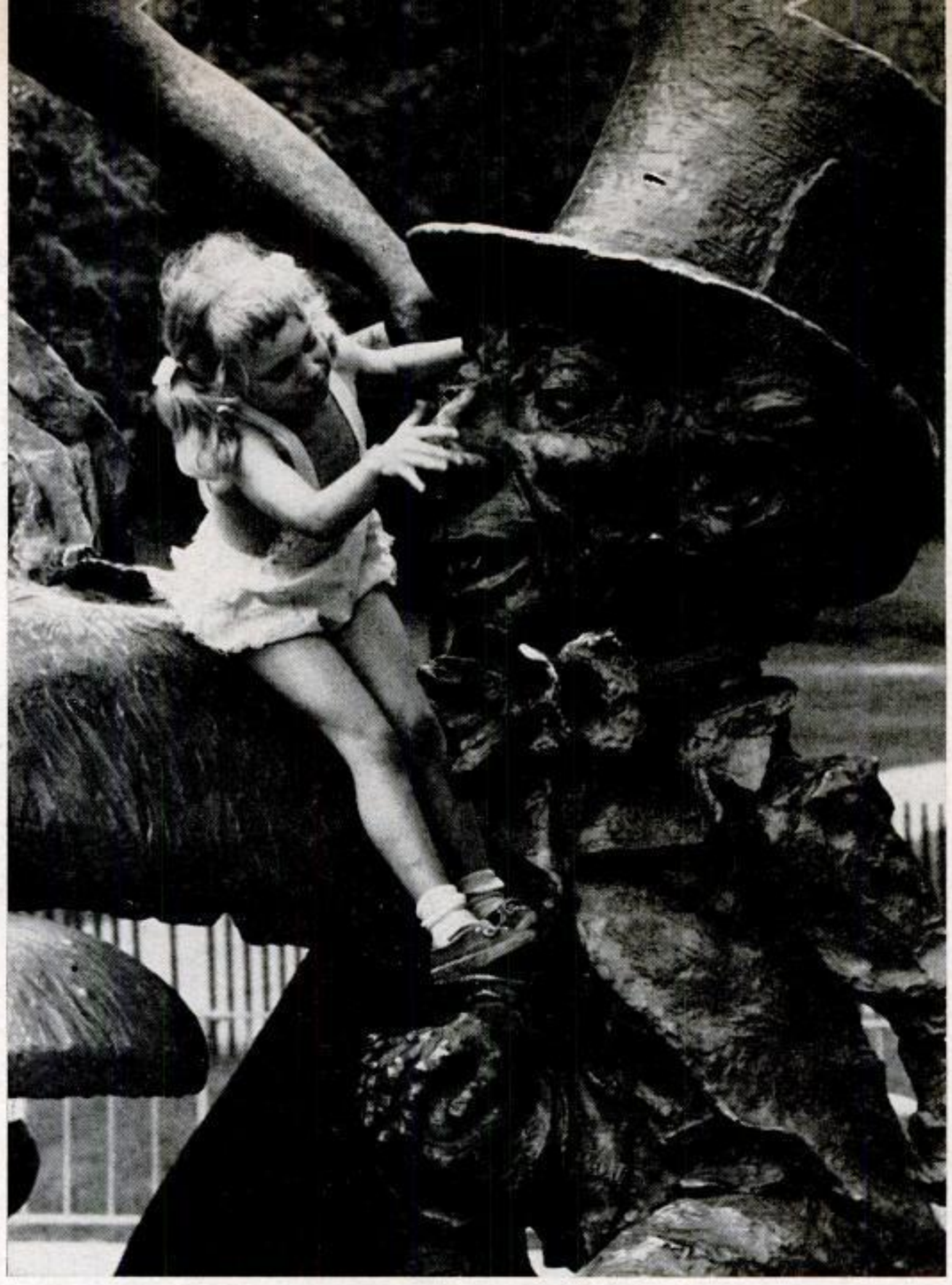
Crowd of Climbers in Wonderland

Playing in a wonderland that looked like one, the children rapturously clambered up the White Rabbit, tweaked the Mad Hatter's nose and caressed a smiling Alice. The statues in New York's Central Park were brand new, but nobody tried to stop the youngsters from climbing all over them. In fact the figures, designed by Fernando Texidor and sculpted by Jose De Creeft, were made for climbing—in, on, around and under. Wrinkled coats, knobby knuckles and even noses and ears offered hidden handholds. As the children huffed and puffed up, talking to Alice, the rabbit and a half-dozen smaller beasts, Photographer Erich Locker took these happy pictures, capturing a mood described by Lewis Carroll for *Alice in Wonderland: The dream-child moving through a land/Of wonders wild and new/In friendly chat with bird or beast—/And half believe it true.*



CLIMBING THE RABBIT, a boy victoriously reaches the top using a watch held in its paw for a handhold. The folds in rabbit's umbrella provide a foothold below.







UP AND DOWN THE HATTER, two girls look on him as a villain. One atop the mushroom pulls his nose. One underneath steals a fearful look at his face.

HUGGING ALICE, a climber stands in her lap and talks to her. The children caress Alice and affectionately pet the rabbit. But they often kick the Mad Hatter.

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LETTERS TO THE EDITORS

THE 500

Sirs:

I was shocked to read your article on the Indianapolis 500 ("Beware!" LIFE, June 8). I object to your ascribing a ghoulish desire to witness tragedy as the motive of the people who attend the event.

No one deplores the fatalities at the Indianapolis Speedway more than those of us in racing. Nor has anyone done any more to reduce their chances of occurring than the Indianapolis Speedway management and the United States Auto Club. I am not minimizing the tragedies which have occurred there when I say that 49 deaths in the 50 years is not a national problem.

Many of our club members and drivers address the youth of America on the importance of safety on the highways. We do everything possible to disassociate our specialized racing from highway driving.

Automobile racing symbolizes the spirit of adventure, self-control, self-reliance, faith and courage which has motivated American heroes of every generation.

THOMAS W. BINFORD
President

United States Auto Club
Speedway, Ind.

Sirs:

I have attended all races since 1946 and I have never seen any individual selling a flag bearing a skull and crossbones.

CARL R. ELLINGWOOD
Noblesville, Ind.



• The vendor, V. C. Allen, was selling the skull-and-bones flags (*right*) on 16th Street about a mile and a half from the first track entrance. LIFE's correspondents saw other death's-head flag vendors nearer the track, but none on the inside.—ED.

Sirs:

Congratulations on your article about the Indianapolis 500. I am glad that there are other people who think it should be made safer or discontinued.

JAMES FISHEL

New Philadelphia, Ohio

Sirs:

Must we be protected from anything which smacks in the slightest of danger? The men who climb into their racing cars are in complete command of their faculties and are fully familiar with the odds they face.

ROBERT W. MARTIN

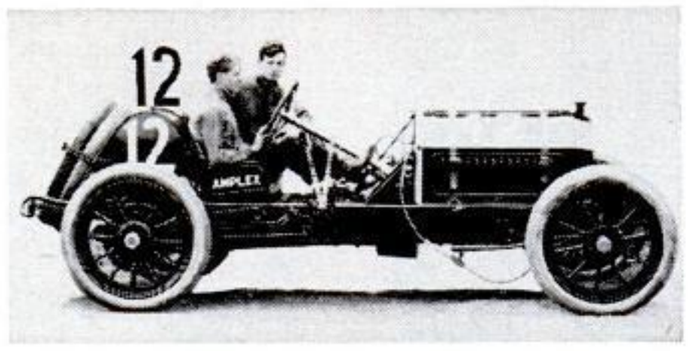
Manchester, Conn.

Sirs:

Mechanic Sam Dickson, the first fatality of the first Indianapolis 500 mile race, was my uncle. Enclosed is a photograph of him and Arthur Greiner, the driver, seated in their racing car. I remember my father and my grandfather stating that the car number had been changed from "13" to "12" after a mishap in the qualifying runs in which my uncle was injured.

MARGUERITE DICKSON HECKMAN

Northbrook, Ill.



DRIVER GREINER AND MECHANIC DICKSON (RIGHT)

LIFE'S COVER

Sirs:

The cover of Audrey Hepburn (LIFE, June 8) was beautiful, but not authentic. Nuns wear wedding bands on their right hands, not their left.

BERNITA McCOY

Spokane, Wash.

• Many nuns wear wedding rings symbolizing that they are "brides of Christ." In some orders the ring is worn on the left hand.—ED.

DULLES

Sirs:

LIFE's coverage of the Dulles funeral ("A Fighter for the Right Is Mourned," LIFE, June 8) had remarkable depth and understanding. The color pictures at Arlington Cemetery were some of the finest pictures ever made of Washington.

PETER R. SMALTZ

Erie, Pa.

Sirs:

Dulles' comrades and antagonists, and there were many of each, now find themselves heaping the man's name with words of praise. The former statesman cannot be called either a cynic or hypocrite. To his death, he never strayed from the road of his true feelings. That surely is the sign of a great man.

JEFF SPRUNG

La Mesa, Calif.

RUSSIAN JUSTICE

Sirs:

"The Two Faces of Justice in Russia" (LIFE, June 8) by Judge Leibowitz had a special appeal for me as acting Protestant chaplain in a local correctional institution. We can almost forgive the Russians for their archaic court procedures in view of their advanced prison methods. That is, if the prison visited by the judge is at all typical. Day after day I see men passing the time playing cards, or sitting moodily in their cells. There must be a better way of treating fellow men.

REV. PAUL S. BURDICK

Waterford, Conn.

BAG OF DEATH

Sirs:

I just read your article on "Thin Bag of Death" (LIFE, June 8). My husband and I were glad to see this warning of the perils of plastic bags. We lost our precious six-month-old baby girl on April 11 of this year. She suffocated with a plastic bag that I used as a mattress cover. Our baby was not alone for three minutes, but, as your article said, it doesn't take long at all. Though your article was too late to save our baby, we pray it will help save someone else's child.

MRS. VINCENT ARROYO

Albuquerque, N. Mex.

LITTLE ROCK

Sirs:

Since I have lived in New York almost continuously since 1953 I have stayed out of the Little Rock dispute ("Aroused Citizens Strike at Faubus," LIFE, June 8) even though it has meant watching my father become instrumental in helping to keep closed the high school to which he once sent me and from which I graduated.

Since as labels go my father is a "segregationist" and a "conservative" and I am a "moderate" and a "liberal," I can only add that since last December the difference between the "Sr." and "Jr." has become the most important difference in the world to me.

BEN D. ROWLAND JR.

New York, N.Y.

MISCELLANY

Sirs:

"Bubble in the Ballroom" (LIFE, June 8) reminded me of a picture I took recently during a business trip to Suva in the Fiji Islands.



BUBBLE BLOWER IN FIJI

One evening my landlady's dog nibbled at the bottom of my chair, attracted by bubble gum that had been put there by a Fiji house girl.

Later in my bed I was about to tuck in the mosquito netting when I heard the landlady screaming. I ran down the hall to find the dog sitting in the middle of the floor with a large bubble in his mouth. I ran for a camera but could hardly take the picture for laughing. The dog didn't seem to know what to do. Finally he dropped the gum, growled at it and walked away with his tail between his legs.

PAUL DUCKWORTH

New York, N.Y.

SAM SNEAD

Sirs:

Author Snead's youthful efforts decapitating rattlesnakes with blunt instruments (" 'Quit All That Thinking,' " LIFE, June 8) were simplified by rattlesnakes' accommodating tendency to strike at club as club approached its noggin'. Much less accommodating is the devilish golf ball that takes evasive action when similarly approached by blunt instrument in hands of neophyte golfer.

C. TAYLOR

China Lake, Calif.

KUWAIT

Sirs:

I was particularly interested to read "Kuwait: the Fabulous Sheikdom" (LIFE, March 2). I have been associated with the sheikdom for years. I am president of the Contracting and Trading Company (CAT) which is the largest firm of contractors operating in the Middle East. We have done a great deal of work in Kuwait.

In the article there was a photograph of a globe, which you said was a gift from a *U.S.* construction firm. Actually CAT, an *all-Arab* construction firm, was responsible for the design and building of Kuwait university and gave the globe.

EMILE BUSTANI

Beirut, Lebanon

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



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Hundreds of thousands of families have already made the magnificent change to the

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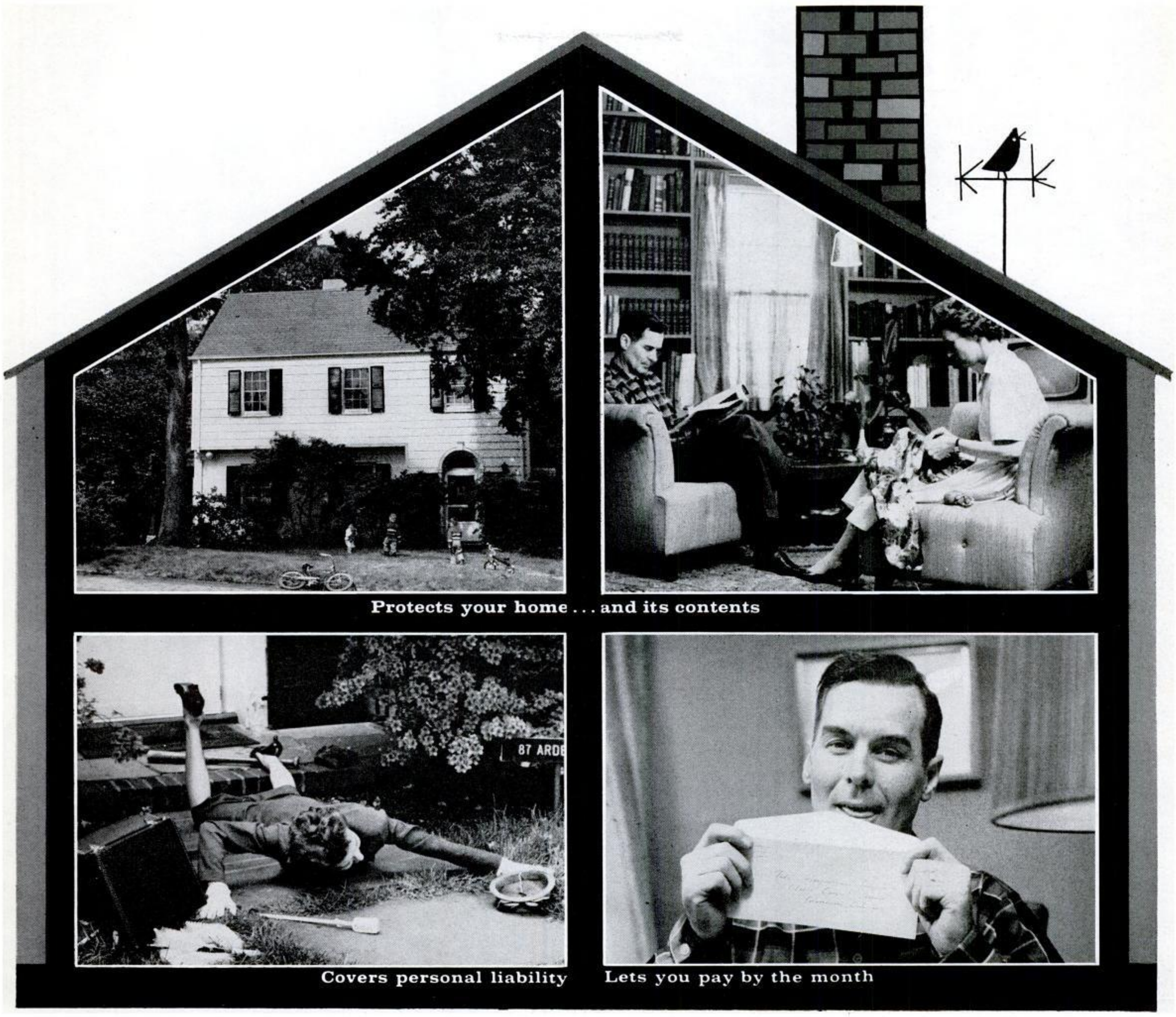
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LIFE
Vol. 46, No. 26 June 29, 1959



UNRULY IMPALAS leap in every direction in an attempt to escape their rescuers. A herd of 20 animals had been flushed toward the nets in the background by beaters but at last minute the impalas turned and doubled back in panic. After several hours all but five of the herd were caught and evacuated from the island.

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SCREAMING DUIKER, a small antelope, is carried from the water by Rupert Fothergill, leader of the rescue operation. It had been trying to swim to safety.

A HUGE AFRICAN WILDLIFE RESCUE

GALLANT MEN IN NOAH'S JOB

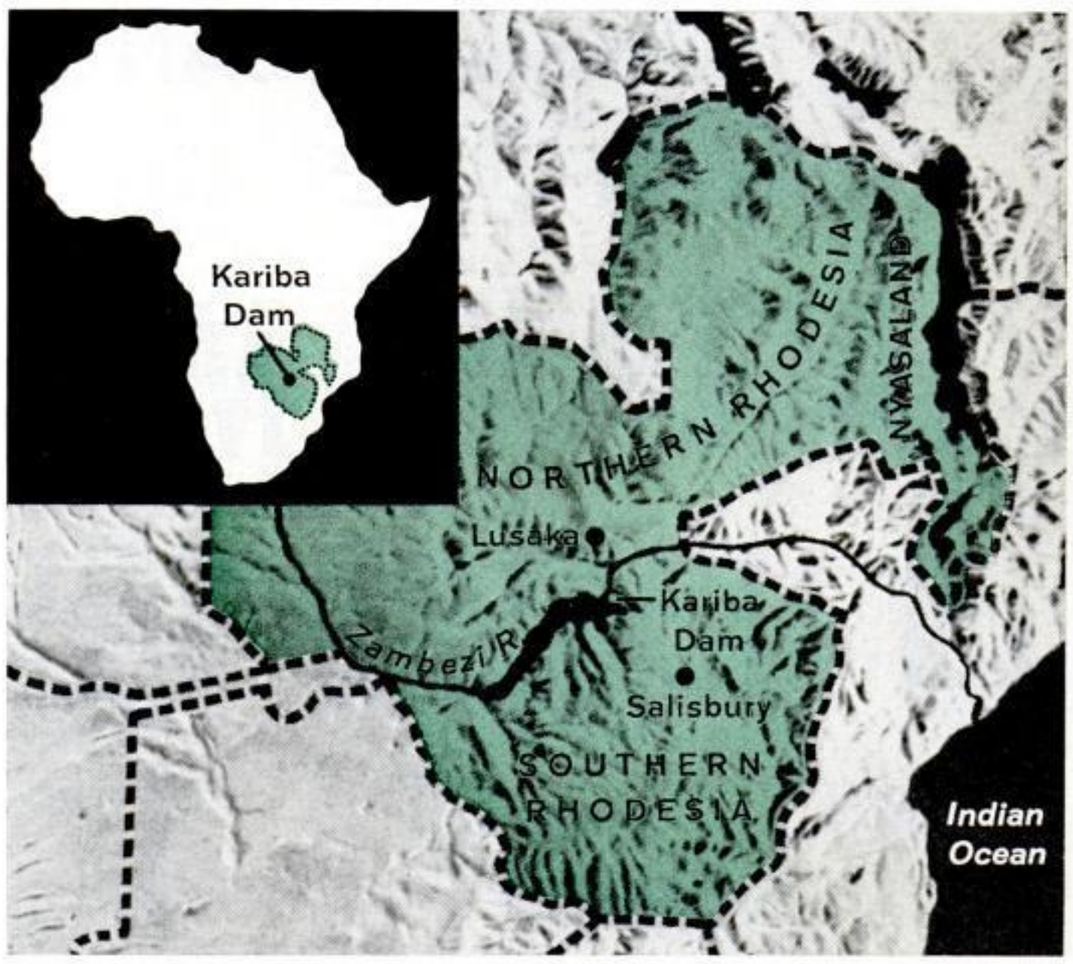
Photographed for LIFE by TERENCE SPENCER

What was happening along the Zambezi River in Southern Rhodesia last week could be matched only by going back into biblical antiquity, to the time when "the waters prevailed exceedingly upon the earth" and Noah was herding all the animals into his ark. This time the flood was the work of man and the Noahs were all self-appointed—game rangers trying to rescue thousands of wild animals doomed to drown in a dammed-up lake. In the hot swampy country, thickly populated by all manner of beasts from aardvarks to wart hogs, the rescuers toiled, forgetting comfort and often risking their lives in their huge, humane task.

The task began last winter when the Kariba Dam across the Zambezi was finished. As the waters backed up, a 10-mile-wide lake gradually began to form. The native Batonga tribe of 50,000 had been evacuated by the government but nothing had been done about saving the wildlife. The animals retreated to high ground, and as the waters rose and their islands became awash, thousands starved or drowned. There were only 30 rangers and assisting scouts in the area but they commandeered some small boats and went to work.

Going from doomed island to doomed island, they netted or roped animals, loaded them aboard their boats and took them to release points where they would be relatively safe from native hunters. But the beasts feared man more than they feared the water and they fought against rescue. When herded they kicked, bit, clawed and spat with a fear so fierce it could be deadly. More than 1,500 animals have been saved so far at a cost of more than $45,000. But the task is not yet finished for the lake will continue to grow until it reaches its full length of 175 miles in 1963. More men and boats are on the way to help. Here LIFE presents exclusive pictures of the efforts of the rescuers engaged in their gallant adventure.





KARIBA DAM is shown on map of Africa (*inset top*) and close-up map of the Rhodesias. Eventually the reservoir will cover 2,000 square miles (*dark area*).

THE VICTIMS OF THE DAM

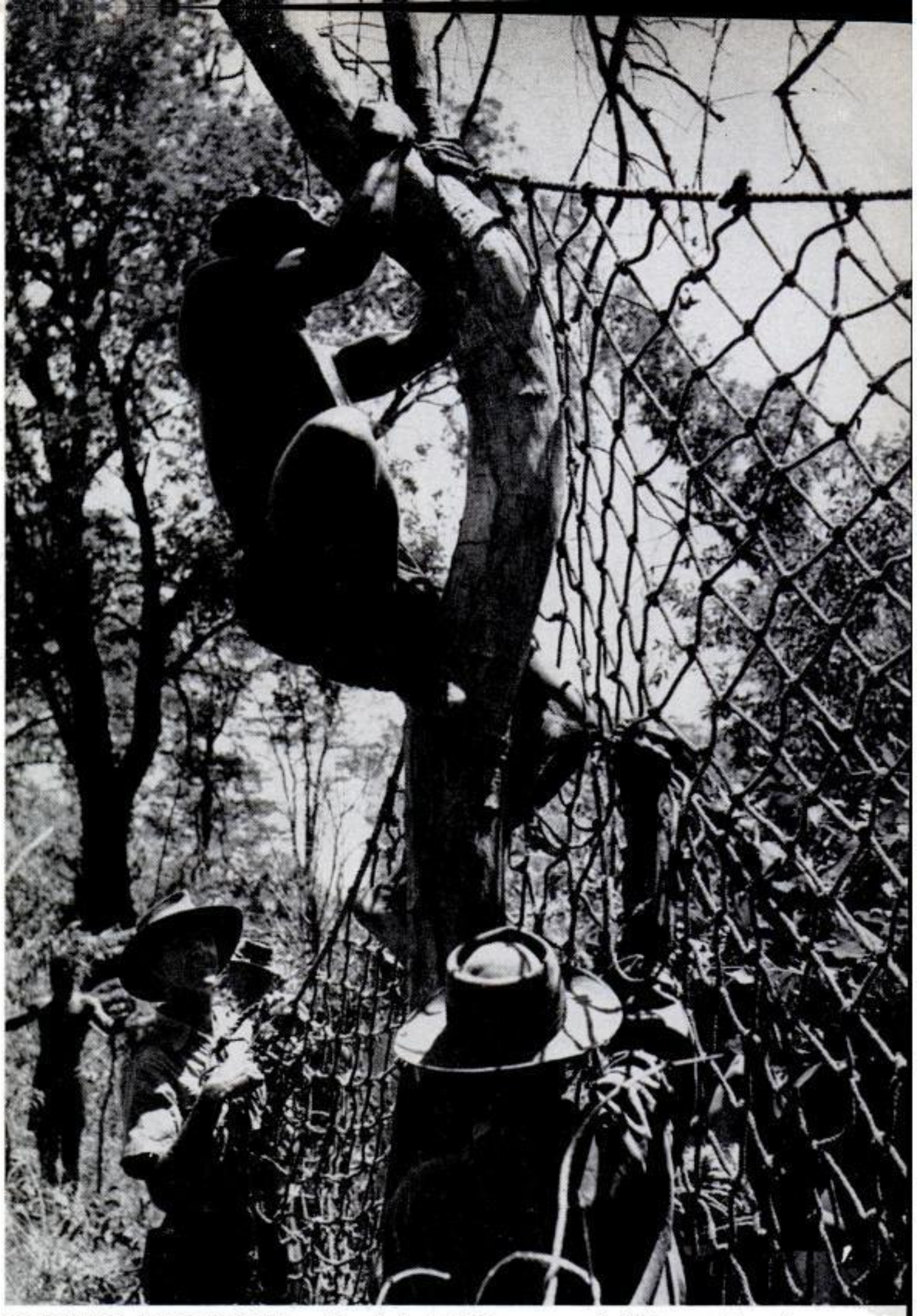
In the hot swamps behind the dam (*map above*), the rescuers have to use all their hunting skills to save the victims of the rising waters. Ripping tusks, sharp teeth, flying hoofs, poisonous venom, all could inflict fatal wounds on the men. Animals that are too roughly handled can die of fright.

The methods of capture vary but all are strenuous. First the bigger animals on an island such as elephant, hippo and waterbuck are driven into the water and herded by boat toward the mainland. The smaller animals must be caught and carried out. Time and again a ranger has to chase an animal on foot and grab it with a flying tackle. He has to plunge into crocodile-infested water and swim after a fear-crazed creature for several hundred yards before he is able to catch and drag it back to shore. The rangers and scouts also put on full-scale hunts by stringing nets and flushing the game out of the bush into the net's entangling meshes.

Once tied up, the animals must be cared for till they can be released. High-strung antelopes, like bushbucks and impalas, are given tranquilizing shots to help them through their ordeal. The rangers, in spite of all the hazards so far, have suffered no serious wounds or accidents. A few have been bitten by pythons, but their bite, fortunately, is not deadly.



ON RECONNAISSANCE Ranger Brian Hughes (*left*) and his scouts wade across a swampy island. Rifle is ready in case of a meeting with dangerous big game.



CATCHING A BUSHBUCK on island that will be swamped within two days, the chief game ranger (*above*) helps the scouts erect a net 10 feet high and about 150 yards long. Then, with scouts hidden at either end, the beaters spread out and drive a bushbuck into the net (*below*). Waiting scouts leap out and tie it up.



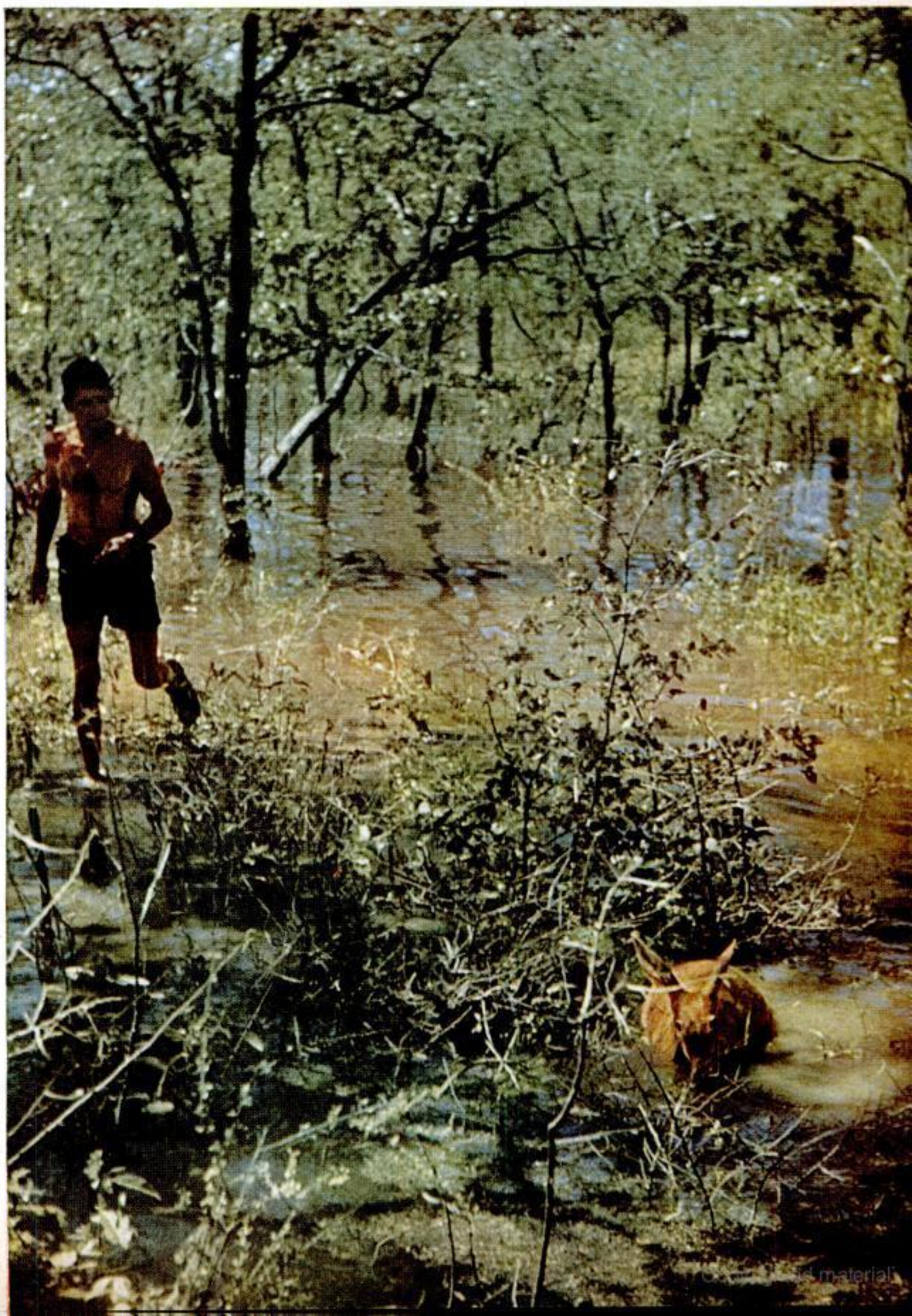


A WATERBUCK FAMILY strikes out for Rhodesian shore and safety. Scouts came on this old bull (with large horns, *center*), his harem and young on flooded island. They herded the timid animals into the deep water, headed them for dry land. All made it, even one youngster that was carried on its mother's back.



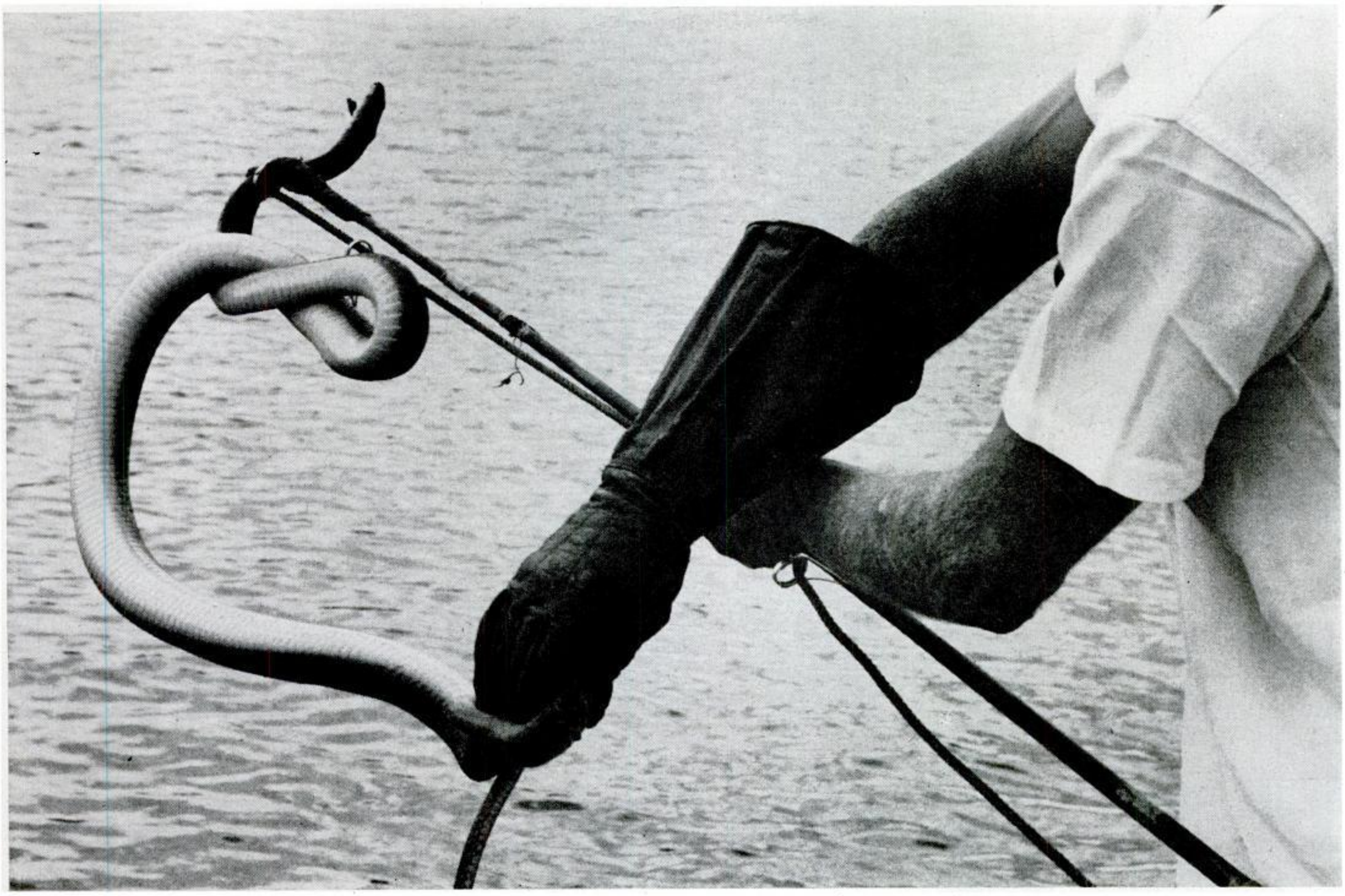
HALF-DROWNED VERVET, a small monkey, is fished out of the water in starved condition. Stranded on tree branches, it dove in to escape its rescuers.

FLOUNDERING AARDVARK sloshes through swampy underbrush in flight from scout. It took three men to finally catch this fat-bodied termite eater.

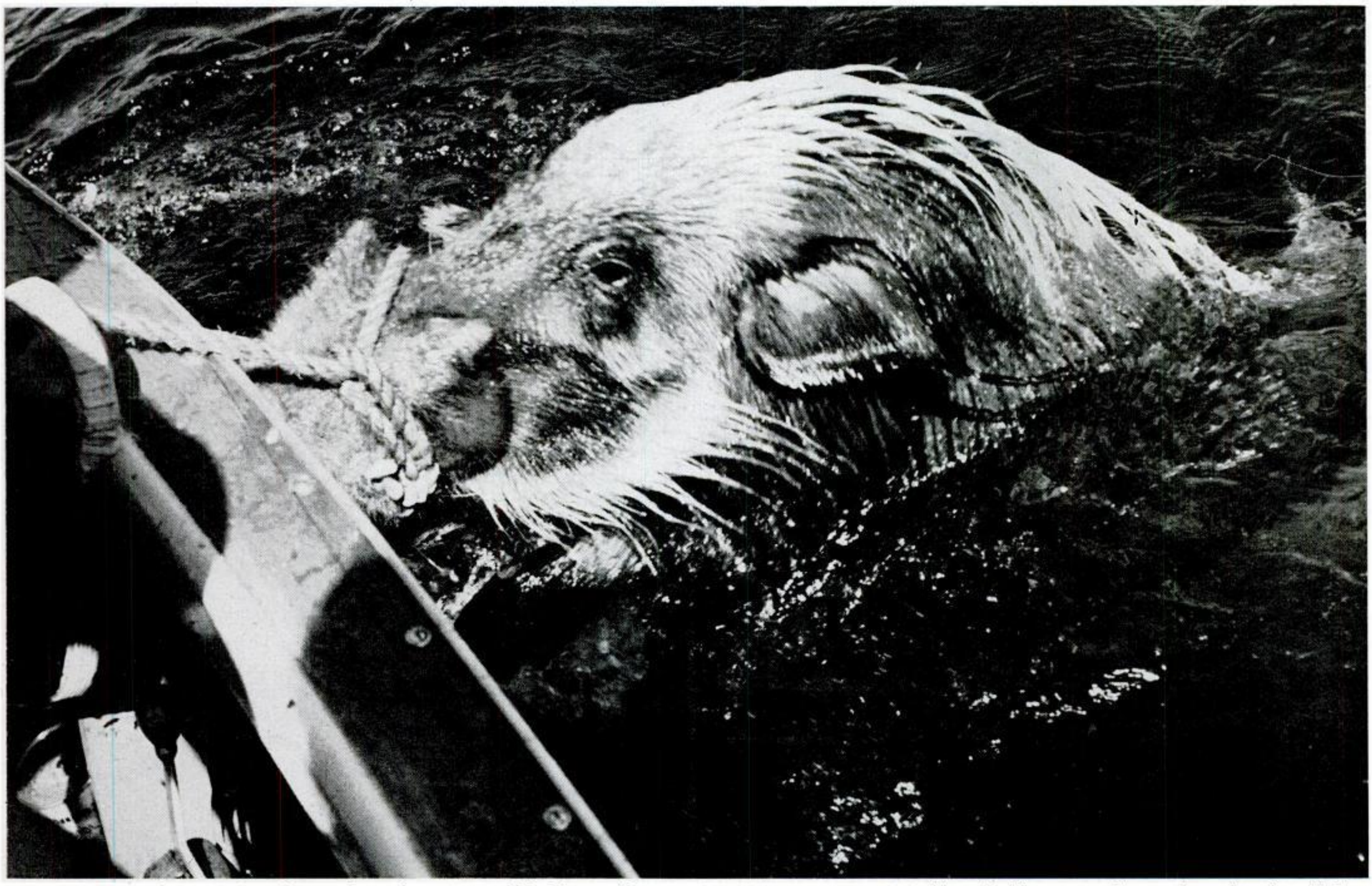




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REELING IN A DEADLY SNAKE, a black mamba which has a noose tight around its neck, Ranger Rex Bean has a big sack ready for the nine-foot snake. Thousands of snakes cling everywhere to tops of swamped trees, making boat trips beneath them hazardous. Mambas were sent to snake farms, not released.



←**LOADED ARK** with cargo of antelope and wart hogs is steered by Ranger Tommy Orford. Blindfolds on antelopes in foreground help to lessen the fright.

LASSOED WART HOG, his tusked jaws securely roped together, is pulled up to the side of patrol boat. He was dragged aboard and went snoringly to sleep.

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TAILLESS HYRAX is pulled from water. These small hoofed cousins of elephant can bite viciously.



UNCOOPERATIVE PORCUPINE proves to be a painful handful. It took three men to ram it in a bag.



SPOTTED GENET, a small wild cat, was easier to scoop up by its tail in the water than on land.



NATIVE SCOUTS gather round a campfire after day's rescue work on island. Shortly they will roll up inside netting to protect themselves from the nightly plague of mosquitoes. Scouts earn 35¢ a day.

TROUBLES OF THE HUMANE HUNTERS

Photographer Terence Spencer spent four weeks' sharing tents, food and hardships of the rangers on the rescue operation. Here is his story.

THE rescue operations I took part in turned out to be rather dangerous. One day Ranger Rex Bean saw a large black mamba, one of the deadliest snakes in the world, swimming toward our little rescue boat. A man bitten by a mamba has only minutes to live unless he gets immediate treatment, but Rex slipped a noose over its head and hauled it right into the boat (*p. 23*). It measured nine writhing feet. "This is living death," Rex said in admiration. I was in complete—and nervous—agreement.

Another time we were patrolling in a 10-foot wooden boat when we encountered a large wild pig swimming a mile from the nearest land. Rex brought the boat alongside, and one of the scouts managed to get a lasso around the pig's powerful jaws. It fought so fiercely that Rex was afraid it might dash its tusks through the side of the boat. By superhuman effort we managed to haul the pig aboard—where it landed on its feet and for a fraction of a second gained its freedom. The situation was a bit tense. If we had had to jump overboard, as seemed likely, we would have had to swim a mile through water containing crocodiles and poisonous snakes. But in a split second Rex twisted the pig's hind leg and threw it on its back. The scouts jumped on it and tied it up while Rex nursed a bleeding wrist.

Actually, animals are easier to deal with in the water than on dry land, where they have too much speed and freedom of movement. At Wart Hog Island where we set up a game net, I positioned myself behind a tree, listening to the "*Ahea—Ahoyia—Coola—Whaai! Whaai!*" of the scouts as they noisily beat the bush with sticks. All at once there was a rustle of brush not far from me and out leaped two large wart hogs, flashing razor-sharp tusks. Suddenly they saw the net, turned and charged for me. Only at the last second did they swerve away. A few days later another wart hog and I dove for cover behind the same tree. We promptly jumped again—in opposite directions.



TERENCE SPENCER

On an island, as expedition leader Rupert Fothergill and I were searching the undergrowth for a small bushbuck we had sighted, the ground exploded underneath us. An aardvark, resenting our weight on its tunnel, burst through the two feet of earth above the tunnel with such force that it threw Rupert one way and me another.

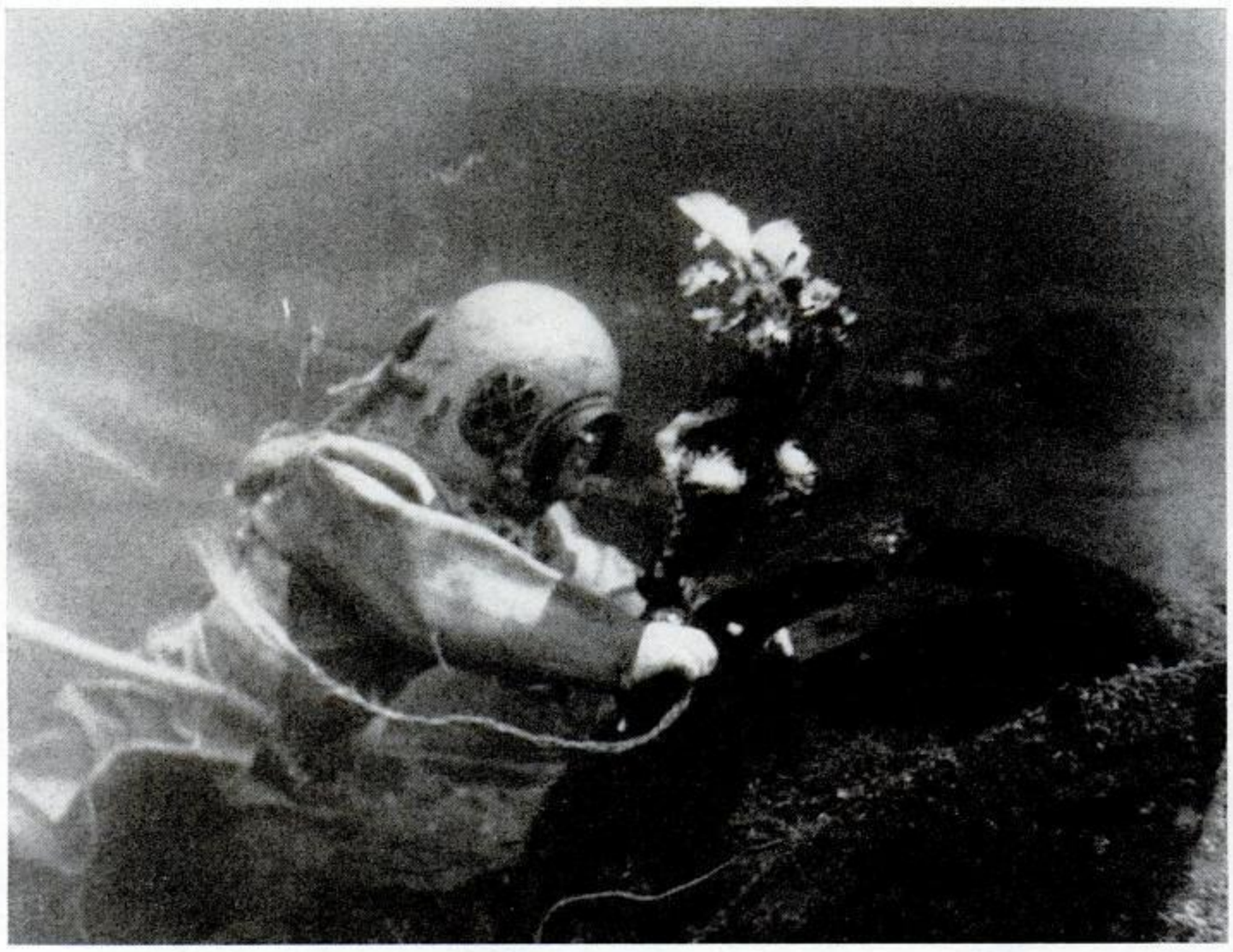
The various animals reacted to capture in different ways. The pretty, speckled klipspringer antelope screamed like children when taken. The vicious wild pigs worked themselves into a frenzy and screamed the place down, but once securely tied, they relaxed. The steinbuck fought hard one moment and the next moment might be licking your hand.

The most touching sight on the lake was the hundreds of starving, emaciated monkeys and baboons stranded in the treetops, some of which had been flooded for three months. They had eaten every leaf, then begun to strip off the bark. Some were so exhausted that the rangers were able to knock them into the water and save them by catching onto their tails. But others were still strong enough to jump from branch to branch, and these were practically impossible to rescue. We could only leave them behind on their doomed, flooded trees.

A BABY SADDLEBILL STORK RESCUED FROM SUBMERGING NEST PECKS AT MUZZLE OF RANGER'S PET DOG, A RHODESIAN RIDGEBACK →

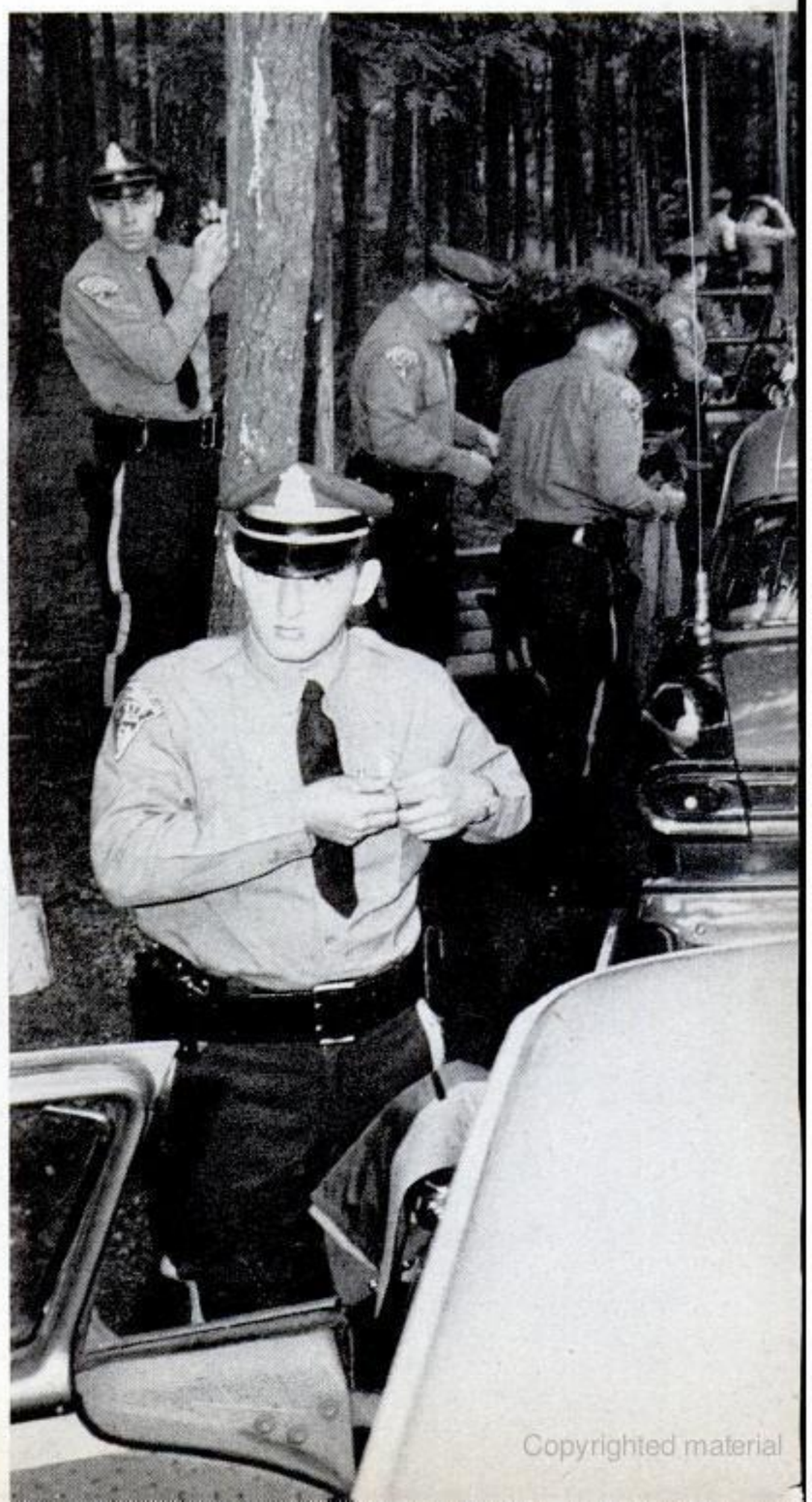
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UNDERWATER FLOWERS FOR THE CZAR'S SAILORS

Before raising the wreckage of a Russian warship sunk in the Sea of Japan during the Russo-Japanese war of 1904–5, a Japanese diver ties flowers to the wreck and says prayers to the spirits of the Russian dead. Having placated them, he may feel safer in his dangerous job.

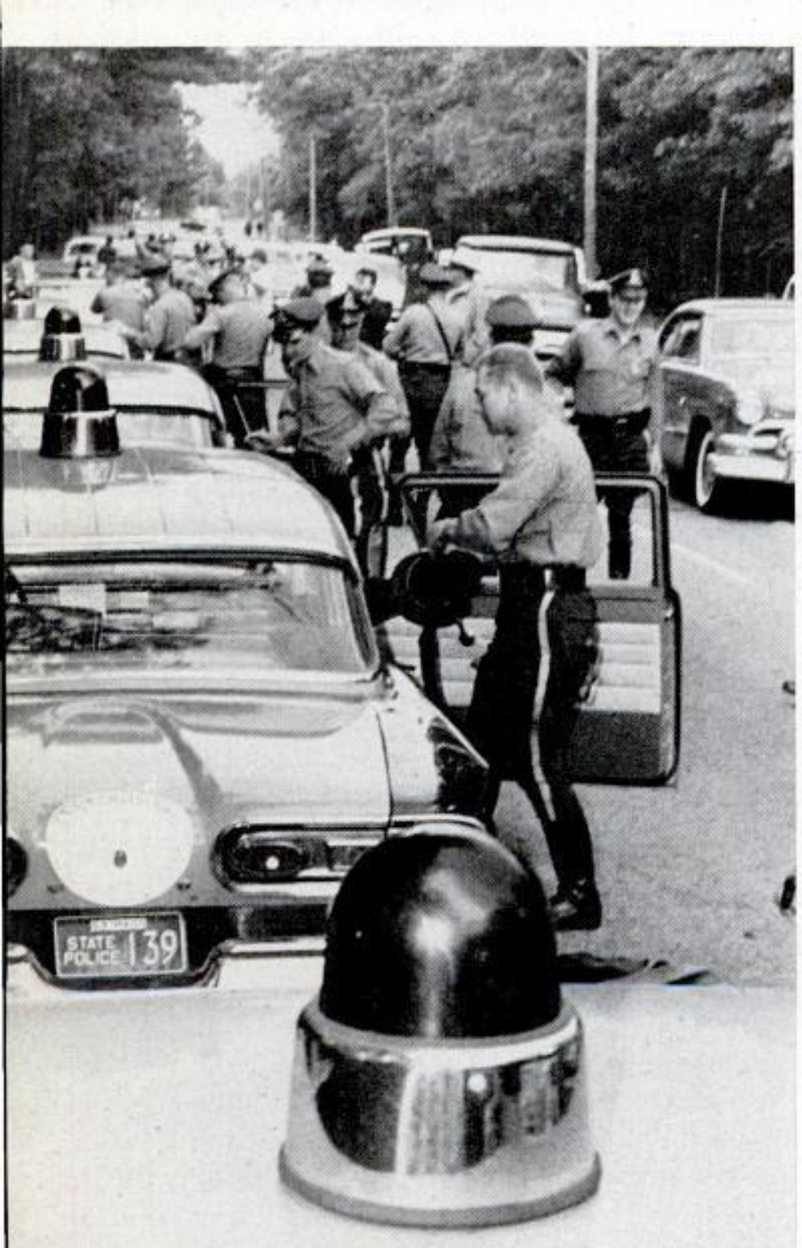


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A LOOK AT THE WORLD'S WEEK

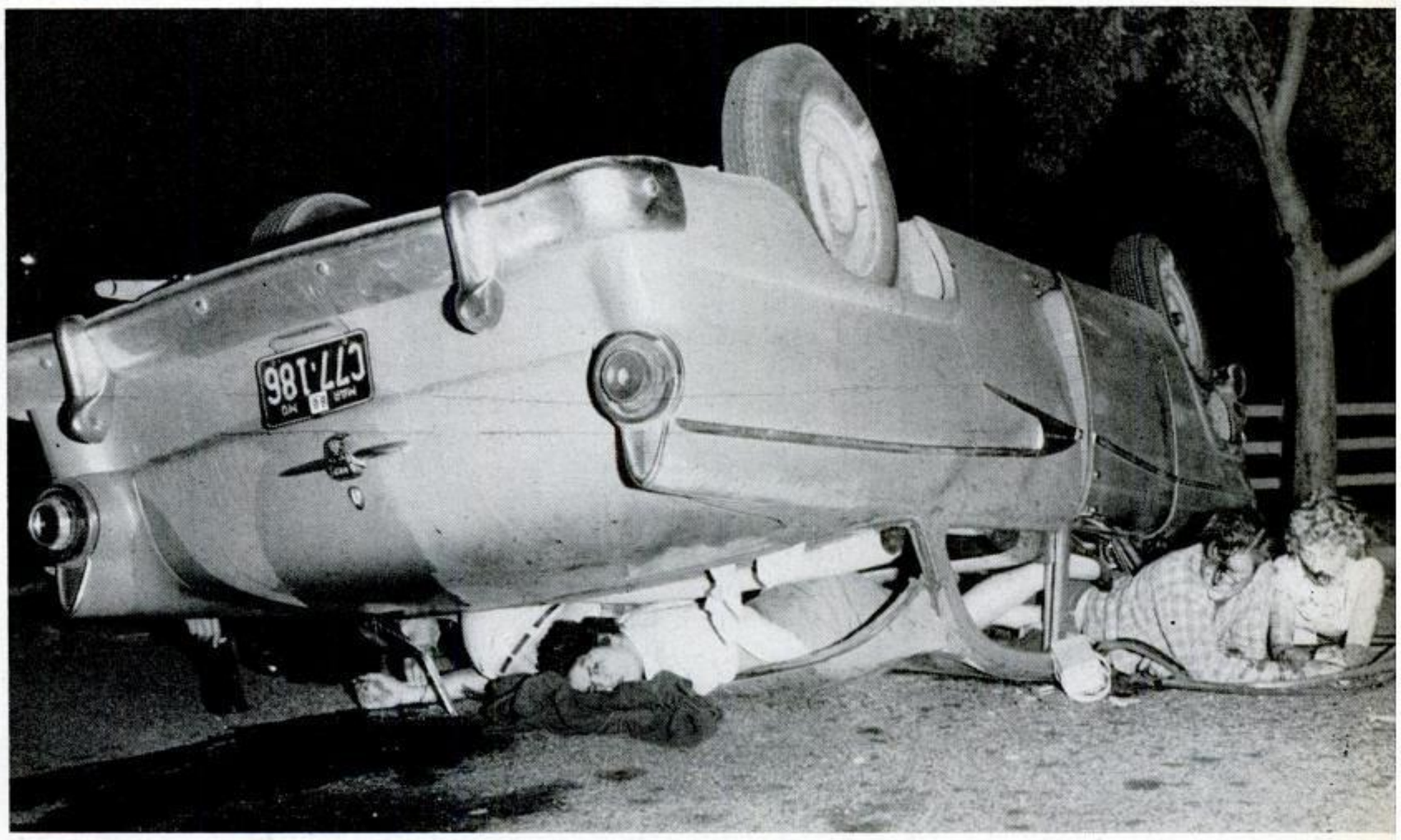
A BRITISH SHIP AFIRE AND 'A BIT OF PIRACY'

Blazing in the night, a mid-ocean bonfire, the British ship *Ocean Layer*, which was laying telephone cable between the U.S. and France, provided a drama of high seas and slick salvage. Its crew was rescued by the German ship *Flavia*, but once the fire abated, the *Flavia*'s captain refused to let them reboard their ship. Instead he put his own crew aboard, fending off a Dutch tug, until a German tug could tow it in for a possible prize of $300,000. "It may seem like a bit of piracy," said Chief Officer Wilhelm Ahlert, "but it's only business."



←MASSACHUSETTS' MANHUNT

At Middleboro, south of Boston, state troopers (part of a posse of 500) prepared to beat the woods for John and William Coyle who fled there after killing a policeman in Philadelphia. In the most intense manhunt ever held in Massachusetts, they captured John, killed William.



GORY WAIT FOR RESCUE

Pinned beneath their car for 20 minutes, (*left to right*) Lynda Minor, 15, Bobby Herd, 20, and Peggy Allen, 20, contemplated the sad wages of speeding. The car had hit a parked truck near Los Angeles, flipped on its back, and instantly killed their two sailor companions.

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IMPLACABLE LEADER against Strauss. Senator Clinton P. Anderson (D. N. Mex.) speaks in the Senate. Drawings of sessions are by Arthur Shilstone



OUTRAGED FRIEND of Strauss, Senator Barry Goldwater (R., Ariz.) pounds desk and swears as Republican Margaret Chase Smith (*left, rear*) votes "no."

PASSIONS AND STRATAGEMS IN THE FALL

Personal feud, partisan wrath and Secretary's own faults stop his public career

In the early hours of last Friday morning, Lewis L. Strauss sat in the Commerce Department office he had occupied since November. His straight-stemmed pipe was clenched fiercely between his teeth, and bitter disappointment showed in his eyes. He had just been informed that the U.S. Senate had turned down his nomination as Secretary of Commerce by a vote of 49 to 46. Strauss had thus become the third man in more than 100 years to suffer the humiliation of being rejected for a Cabinet appointment. Coldly, and as though to convince himself, he murmured: "We have to be able to take things like this."

The struggle over Strauss's confirmation was intensely partisan and personal. Strauss's prickly, self-righteous, unbending personality irritated many senators, and the Democratic majority used the opportunity to strike a blow at the Republican Administration. But there was also a case against Strauss himself, which had to be weighed against his unquestioned abilities and intelligence. Senator Clinton Anderson of New Mexico, long a bitter personal foe of Strauss, managed to convince a number of borderline senators that there were political and other reasons why the nominee would make a poor Secretary of Commerce.

Anderson's case against Strauss goes back to the time when the nominee was first a member and later chairman of the Atomic Energy Commission. Anderson, as chairman of the Joint Congressional Committee on Atomic Energy, was charged by law with a constant review of Strauss's stewardship. Some of the differences which arose between the two men were relatively trivial, and on both sides there were half-imagined personal affronts. But there were also grave matters of public policy.

Senator Anderson leveled a number of charges at Strauss which the Senate seemed to endorse by the narrow margin of its vote:

- That Strauss through a deviousness amounting to "unqualified falsehood" had withheld atomic information from Congress.
- That through "a cunning and clever presentation" Strauss had tried to misrepresent his position on shipping abroad atomic isotopes for medical research.
- That, as AEC chairman, Strauss was "obsessed with secrecy" and flouted a suggestion from the Attorney General that he keep Congress informed on negotiations with Britain over nuclear submarine blueprints.
- That Strauss was vindictive toward those who opposed his views, on one occasion requesting security information from the AEC on a scientist who testified against Strauss's appointment (Strauss denied that he had requested information but was proved wrong).
- That Strauss had played a dubious role in putting through the Dixon-Yates contract and had then behaved questionably in the ensuing fight over public versus private power.

Strauss gave firm answers to these charges, but his inability to admit a mistake or yield a point hurt him badly.



FILIBUSTERING. Senator Keating (*right*) talks to give Dirksen (*seated*) time to rally Republicans.

As the showdown approached last Thursday evening, only Anderson was sure Strauss would be defeated. Vermont's George Aiken left the Senate floor to report wryly that both sides were predicting defeat. Democrat Harry Byrd, the venerable Virginia apple-grower who worked to swing his southern colleagues to Strauss's side, edged up to Anderson and asked, "Well, Clint, are you going to win?"

"By three or four votes," Anderson said.

"No, you're going to lose by three or four votes," countered Byrd.

"Harry," said Anderson, "you know how to grow good apples, but you sure don't know how to count votes."

Anderson had worked hard not only to count his votes but to get them. A veteran political tactician, he called in every debt he felt was owed him for past favors, and he maneuvered relentlessly to build up his tiny margin.

One of his successes was Margaret Chase Smith, Maine Republican. Earlier in the week she had been infuriated when her party colleagues refused to back her fight to withhold a fourth star from her old enemy, swashbuckling Air Force General Emmett (Rosie) O'Donnell. Refusing in turn to view the Strauss nomination as a party matter, she spent several hours with Anderson, going over the thousand pages of testimony from the committee hearings. She made no promises, but when her name was called, she voted "no." Her colleagues gasped, and one, Barry Goldwater, slammed his desk and exploded, "Goddam."

A Democratic question mark was Louisiana's Russell Long. Many years before, Anderson had done a personal favor for Russell's father, the late Huey Long. Anderson had a hunch that the son would remember. He did.

Another wavering Democrat was West Virginia's Robert Byrd. He was pressed hard by coal interests in his state to vote for Strauss,

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OBSERVER, Lyndon Johnson ostensibly stayed out of pre-vote maneuvering, voted against Strauss.

OF STRAUSS

by JOHN L. STEELE
Chief, TIME-LIFE *Washington Bureau*

who had checked imports of competitive fuels. Anderson spent three hours with Byrd—and left him a Strauss opponent.

Still another Democratic vote the Republicans had hoped to gain for Strauss was that of Georgia's Herman Talmadge. But a few weeks ago Anderson, speaking in Talmadge's home state, made glowing references to the senator before important Georgia Democrats. A few hours before the vote, blunt Herman Talmadge walked up to Anderson on the Senate floor and grunted, "You can put Herman Talmadge down against Strauss."

The role of Majority Leader Lyndon Johnson was passive on the surface. He took no visible part in the maneuvering for votes, but he did force the showdown before the weekend, when all 64 Democrats were on hand, compelling a G.O.P. scramble for absent members: Kentucky's Thruston Morton rushed back from a political engagement in Denver, and 60-year-old Wallace Bennett strapped on a crash helmet and rode an Air Force jet from his Utah home. Their votes were not enough to save Strauss.

Strauss's defeat will heighten the tension not only between the two parties but between the Democratic Congress and President Eisenhower. The morning after the vote the President angrily told newsmen: "If the nation is to be denied the right to have as public servants in responsible positions men of his proven character, ability and integrity, then indeed it is the American people who are the losers through this sad episode."

The Democrats thought the opposite and staked considerable political capital on their conviction. It is noteworthy that all the potential Democratic presidential nominees in the Senate—Jack Kennedy, Hubert Humphrey, Stuart Symington and Lyndon Johnson—voted against Strauss, indicating that all four may envisage their "no" votes as a strong issue.

AFTER THE BATTLE, Strauss unwinds by fishing on his farm in Brandy Station, Va., 67 miles from Washington. Under his interim appointment he had been Secretary of Commerce for seven months.

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WIFE LEADS LONG INTO NEW ORLEANS PLANE AS HE CHANGES HOSPITALS

OUT AGAIN, IN AGAIN FOR GOVERNOR LONG

The bizarre bayou odyssey of Louisiana Governor Earl Long, which began with his commitment to a Galveston, Texas psychiatric clinic three weeks ago (LIFE, June 15) rounded more bends last week. Feeling that "everyone else is nuts," Long demanded and got his freedom from his Texas incarceration by promising to enter a hospital in New Orleans.

As he was being pushed onto a homebound plane (*right*), Long planned to escape and resume his powers as governor. He ducked out of the New Orleans hospital hours after he entered it and had state troopers race him to his capital in Baton Rouge. But his wife, who knew he needed care, beat him there, signed commitment papers just as she had in Texas, and had Long put into a third institution, the Southeast Louisiana Hospital in Mandeville which Earl himself had sponsored. As cops moved him there, Long screamed "God damn it, god damn it, god damn it"—and schemed another escape. Psychiatrists diagnosed his trouble as paranoiac schizophrenia with manic depressive psychosis.

Lieut. Governor Lethar Frazar was reluctant to supersede Long while he remained in the state. Senator Russell Long, Earl's nephew, pondered taking over the family political fortunes. But for now the chaos of Louisiana politics was as intense as the private confusion of Earl Long.

WIFE NUDGES LONG aboard the National Guard plane to New Orleans. Governor was arguing that he would take power "the minute I cross that [state] line."

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IN A QUANDARY, Lieut. Governor Lethar Frazar bows head at press conference where he bewailed dilemma of running state while legal governor was in it.



IN THE TRADITION, Senator Russell Long stands before the statue of his assassinated father Huey in U.S. capitol while deciding on his political future.

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DEMONSTRATORS AGAINST COMMUNIST GOVERNMENT ARE LED BY A WOMAN (SEE PICTURES AT RIGHT)



PRACTICING PASSIVE RESISTANCE, SAME WOMAN

INDIA'S ANTI-RED STRUGGLE

Communist rule of province brings on bloody riots



ORGANIZED CHRISTIANS in Trivandrum parade by Catholic Church of St. Joseph day trouble started.

The dust of India was stirred anew by the march of shouting demonstrators and women who mourned their dead. The dead were victims in a typical Indian campaign of nonviolence—sparked by Jawaharlal Nehru's Congress party and joined by Indian Christians—directed against the Communist government of the tiny state of Kerala.

The government, to Nehru's acute embarrassment, is quite legal. It was freely elected two years ago (LIFE, May 6, 1957) when Kerala's poverty-stricken people became disgusted with the do-nothingism of Nehru's politicians. But when the Communists recently passed an education law giving them control over Kerala's private schools (mostly Catholic), they invited trouble and got it. Local Congress party leaders and Kerala Christians—some 20% of the population—tried to close all schools in protest and called a passive resistance strike.

Their aim was to make things so difficult the Communist government would resign. It had no intention of doing so, and inevitably police and demonstrators mixed it up. Two thousand people were arrested, and 12 anti-Communists were killed by police gunfire.

As the struggle continued, India's Communists threatened to apply, in other Indian states where the Congress party rules, the tactics being used against them in Kerala. With India busy rethinking its attitude toward Communist China because of Tibet (LIFE, April 6), this was enough to send Nehru hurrying to Kerala's capital of Trivandrum to try to calm down civil strife before it became civil war.



MOURNERS OFFER PRAYERS OVER COFFIN OF ONE OF SIX CHRISTIAN MARTYRS IN ANKAMALI →

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LIES BEFORE GATE OF GOVERNMENT BUILDING IN WHICH SHE WORKS, AS UNEASY MALE POLICE LOOK ON

ARRESTED BY POLICEWOMAN, SHE CLIMBS IN VAN

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LET'S SPEED CANCER'S DEFEAT

The men closest to cancer research have now found enough leads to make them think that wholly new means for cancer cure and prevention are possible. They talk of finding a vaccine which may prevent cancer or a chemical which may cure. Since they have already found a number of such things which work on animals—but *not* on humans—they are tantalized by their progress.

In view of this one might think that a nation—which proved, with the atomic bomb, that it could solve the supposedly "impossible"—would be stepping up its cancer research on all fronts, especially after the tragic end of John Foster Dulles. Yet the Administration, which last year proposed a $10 million cut in all medical research, this year has proposed another cut in cancer research, to hold it to $75 million.

By contrast with this sum, we taxpayers this year are spending $155 million on agricultural research, in effect putting the health of the barnyard ahead of the conquest of cancer. No comparison with the $40 billion going into defense to prevent a nuclear war is justified in logic, but the statistical fact that 40 million Americans now living will have cancer, unless it is conquered, does represent a national disaster comparable to the more sudden devastation of a nuclear war.

Fortunately, the House has already increased the cancer appropriation to $83 million. The Senate committee, which now has the bill, is talking of raising it to $110 million, the minimum which experts regard as indispensable. Here are some of the vital needs:

▸ To improve the procedures and methods of the intensive work now going on in chemotherapy. This has already yielded some 20 compounds which temporarily inhibit various forms of cancer, *e.g.* the lives of leukemic children can now be prolonged for a year or more.

▸ To increase the study of viruses, which are now a chief suspect in cancer. A single virus has already been found which can cause 26 *different* types of cancer in animals. Since one virus can cause so many, it raises the hope that a single vaccine could prevent them. A Salk-type vaccine has already been found which makes mice immune to a virus causing leukemia.

▸ To broaden the study of hormones, the internal glandular secretions which control growth, reproduction, digestion and the functioning of all the organs. Evidence links steroid hormones with the cause and progress of cancer. "Imitation" hormones may be able to block the harmful effects of real hormones.

▸ To increase the supply of trained researchers, clinics, research centers, new medical school facilities. Experience has proved that where federal "matching" funds are offered, private funds will quickly flow to fill the gap.

Something besides increased federal aid also is needed. At present most medical research is dependent on the voluntary agencies which, month after month, stage a bewildering series of drives, now for heart disease, now for cancer, now for polio, now mental health, cerebral palsy or muscular dystrophy.

There are so many of these drives that the housewives who must do most of the door-to-door fund-raising are beginning to revolt and so are the donors themselves. Furthermore, because so much of the funds raised is spent on fund-raising (in some cases as much as 25% or more), on patient care and on administration, a relatively small amount actually goes into the medical research which might render all these other expenditures unnecessary. For example, the National Foundation for Infantile Paralysis, most successful in history, spent most of $500 million on patients, only $34 million on research. Yet the payoff on the latter will soon save the huge former sum.

All medical research is obviously interrelated (Enders' work on growing polio virus in live tissue led to Salk's polio breakthrough; Salk's technique is being used in cancer). Diseases themselves may be interrelated. There is an obvious need for the many voluntary agencies to pool their drives for a single fund for medical research *alone*, letting other drives, such as the United Funds, provide for patient care, therapy and rehabilitation. The need is not to stifle the American genius for voluntary organization which De Tocqueville celebrated; the real need is to organize it better. The sooner this is done, and the sooner the full national responsibility for adequate medical research is recognized, the sooner the great breakthroughs may come, in cancer and elsewhere.

CAN GOOD TEACHING BE ILLEGAL?

Tommy Kral, 7, of Hastings, Minn. has been getting one of the best primary educations available in the U.S., well beyond second-grade standards in Minnesota or other public schools. He studies fractions, formal grammar, German, geography, mythology, poetry and chess. He reads books usually offered 13-year-olds. He is bright but not prodigious. He studies a good six hours a day, with two big advantages: there is no "life-adjustment" claptrap in his curriculum and he has a devoted, full-time, well-trained tutor, his mother.

Well, Tommy's education is illegal in Minnesota. So last week decided Municipal Judge Sandeen of Stillwater, who sentenced Mr. and Mrs. Kral to 30 days in jail (pending appeal) for keeping Tommy out of "school"—*i.e.* a public or established private school. Mr. and Mrs. Kral had yanked Tommy out of Lakeland-Afton public school after watching him waste his time sampling the joys of "life-sharing" periods, "evaluation" and similar examples of our democratic school system's attempts to find a royally painless road to learning. Since Mrs. Kral had been a teacher and Mr. Kral is a mathematician, they decided to educate Tommy by themselves at home on the farm (there are no private schools within 25 miles). At their trial four professors from the University of Minnesota praised Tommy's home curriculum, and no witness criticized it. The prosecution just quoted the state's compulsory school-attendance law.

This is a case—and there have been others like it—that involves the right of parents to educate their children. It is *not* the right of anarchic truancy claimed by Huck Finn's father ("If I catch you about that school I'll tan you good"). The Kral standards are superior to state standards of education, not in defiance of them. The Krals know what they are doing and would mortgage their farm sooner than give up their legal fight. They want to establish this right not only for themselves but for all parents. "Most of the advances and reforms that have been made in education and everything else have been made not by 'togetherness' but by rebels," says Mrs. Kral.

The fact that they hate "progressive" education of the soupy kind served up in so many public schools today gives steam to the Krals's motive but is ancillary to their cause. Even if U.S. public schools were all Platonic academies, the state should not be allowed to monopolize education, least of all on the ground that democracy requires uniformity. Either the Minnesota compulsory-attendance law is too strict (and there are others like it) or it has been too strictly interpreted. In the famous Oregon school case of 1925, the U.S. Supreme Court broke one attempt at public-school monopoly by giving parochial schools the protection of the due process clause of the Constitution's 14th Amendment. If this case gets that far, we trust that home teaching like the Krals's will get the same protection.

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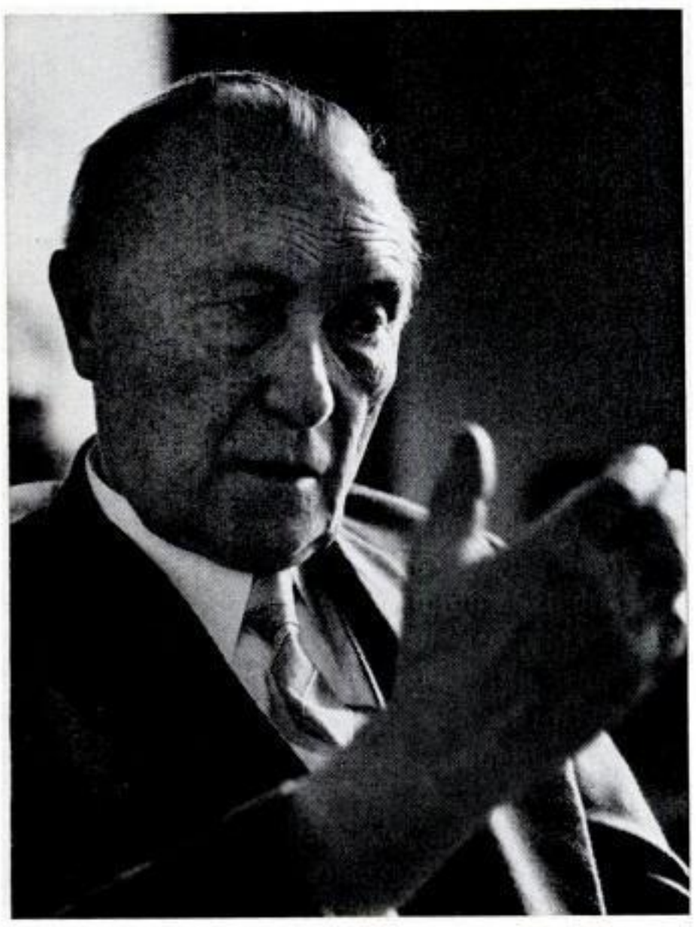
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Adenauer Ticks Off the West

STOP THAT BICKERING, HE WARNS, BEFORE WE GO BACK TO GENEVA



SPEAKING FIRMLY, Adenauer waves hand to emphasize need for allies to settle differences quickly.

Four days before the Geneva foreign ministers' conference recessed, West German Chancellor Konrad Adenauer granted an unusual interview in which he found fault with the tactics and attitudes of the West. He pointed out two basic divisions in the allied camp which must be healed quickly. Those divisions concern 1) terms of a summit and 2) France's demand for equal NATO status with the U.S. and Britain.

by JOHN MULLIKEN, LIFE *Correspondent*

IN the high-ceilinged office of Bonn's Palais Schaumburg, 83-year-old Konrad Adenauer looked healthy and confident—not at all like a head of government who had just surmounted a political crisis. Only a few days before I saw him, Adenauer had shattered the challenge of Economics Minister Ludwig Erhard (LIFE, June 22) and nailed down his right to stay on as chancellor during what he considers grave international times. Now, wearing a gray suit and silver tie, he relaxed in a high-backed chair, his legs crossed and his hands in his lap.

The chancellor's stern poise has a tranquilizing effect on the visitor. Emotional ripples subside, and one has the feeling that here is a man with a special inner wisdom. This is also a man who, like John Foster Dulles, is not disturbed if people disagree with him; he is concerned not with popularity but only with what he believes to be the highest interests of his country and of the West.

I began the interview by asking Adenauer about tensions the Geneva conference had revealed inside the Western alliance. Did he feel that these tensions might prompt the Russians to abandon their efforts for a summit conference because a Western split might better serve the Soviet purpose?

"It is true," Adenauer said, "that the failure of the Geneva conference would reveal disagreement among the Western powers. Washington and Paris have declared that they would not go to a summit meeting if Geneva was a failure. Macmillan, on the other hand, has said that he wants a summit conference in any case. It could be said that these differences might make Khrushchev think that the best thing really might be to wait. As always, I am personally of the opinion that a summit conference, a meeting of Khrushchev and Eisenhower, is important. This meeting naturally should include Macmillan and De Gaulle, but mainly Eisenhower. The U.S. President is the man who matters."

The chancellor thinks that Harold Macmillan's Tory government, in its concern over the forthcoming British general election, is slipping into the dangerously weak position of advocating a summit conference at any cost. He is worried about this because he thinks it may lead to a summit under wrong circumstances.

"I think that Mr. Khrushchev now, as much as ever, is very interested in a summit conference," said Adenauer. "It is my opinion that in the Soviet system only Khrushchev can bear the responsibility for making important decisions. He will not tolerate a civil servant [Foreign Minister Gromyko] making important decisions or even voicing them. He wants a summit conference because he needs it in view of internal Soviet conditions and his prestige."

I asked Adenauer what he thought Khrushchev would do while Geneva is recessed.

"It is hard to say. But it is not in the Soviet interest to keep the whole state of affairs pending. This means that he eventually will do something to arrange a summit conference."

Adenauer then turned to the second aspect of tension within the Western camp: France's differences with the U.S. and Britain. Two weeks ago De Gaulle's government restated its position that the U.S. and Britain should fully support French policies in Algeria and should also consider France a full partner in nuclear weaponry. This means either putting U.S.-made nuclear arms at French NATO bases under French control, which is impossible under existing U.S. law, or getting them out of the country entirely.

Adenauer's reply was animated. "If I were to put myself in Khrushchev's position," he said, "I should think that differences between the British, the French and the United States might increase my opportunities in a summit meeting. Therefore I am of the conviction that differences between De Gaulle and Britain and the United States MUST be removed as fast as possible in reasonable and quiet talk."

I asked Adenauer why he thought De Gaulle had chosen this particular time to press his demands. Had not De Gaulle realized that demands made at this moment might hurt the Western position at Geneva?

"This is a matter," replied Adenauer, "that has been pending for a long time. In order to understand it, you must realize what De Gaulle's position is. A year ago France had a civil war which could have had very serious consequences for all Europeans and could have helped the Russians.

"Since then De Gaulle has calmed things down in France and has given his country a new constitution. He has been able to put an end to the situation that existed a year ago and to stabilize conditions. But he had to make public the fact that the French army was discontented and that the war in Algeria had brought great losses of men and goods. We Europeans must not be indifferent to who is ruling in Algeria. You have only to look at the map to see that if a power under Soviet influence ruled Algeria, the Soviets would rule the Mediterranean.

"Furthermore," he continued, "you must take into consideration that De Gaulle's authority is vital to the rest of Europe. Three years ago when NATO appeared to many European countries to be a club dominated by the two Anglo-Saxon powers, Britain and the U.S., France was divided and weak. Now France is on her feet again. There is a huge army of soldiers fighting courageously and efficiently in Algeria. France wants to be respected for what she is now, not for what she was.

"I have never talked to De Gaulle about this, but I feel that if you want to judge a person's actions, you must put yourself in his shoes and try to understand him. De Gaulle has to prove to his country that France has won prestige. And even such tremendous personal prestige as De Gaulle's does not last forever. It needs something new added to it now and then."

Lastly Adenauer dismissed with a shrug his own political troubles with Ludwig Erhard. He had said publicly that this had been only "rumblings in the atmosphere." When I asked if he thought tensions might persist, splitting his Christian Democratic Union party and weakening Germany's international position, Adenauer laughed. "The rumblings," he said, "have passed by." He may have been trying to convey more optimism than he actually feels. Three days later Erhard was threatening again to resign. But he did emphasize that his chief concern was not his position inside Germany. It was Germany's position vis-à-vis her allies.

Adenauer was really speaking to these allies, and his lecture was a stern one. It added up to a strong plea for the West to stop intramural bickering and to remember what was truly important: a combined and coordinated stand against Communist aggression.



LISTENING ATTENTIVELY, Correspondent Mulliken faces Adenauer in chancellor's office in Bonn.

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SCENE OF THE CRIME WAS A WOOD SOUTH OF TALLAHASSEE. GIRL, A COLLEGE COED, WAS ABDUCTED FROM A CAR

A STEP TOWARD EQUAL JUSTICE

A Florida jury finds four whites guilty of raping a Negro

The criminal case in Tallahassee, Fla. had been intently watched by the entire country, North and South, Negro and white. When the all-white jury quickly found four white men guilty of raping a Negro college girl in a deserted wood, there was widespread approval and only scattered dissent. The verdict seemed to break with the tradition under which white rapists of Negroes get off lightly while Negroes accused of raping whites often get the death sentence—or even lynching as in the recent Poplarville, Miss. Mack Parker case (LIFE, June 1).

Northern comment praised the triumph of law and order in Tallahassee and saw the trial as a useful check on anti-Negro lawlessness in the South. Many southern whites felt that they had gained in reputation and stature by the speed and fairness of the trial. At the same time, a 37-year-old southern Negro leader observed, "When I was a boy, the law enforcement officers would probably have come on the [rape] scene and just said, 'Go home, girl, go home, boy.' I'd say anyone who couldn't see progress here ought to have his head examined."

However, other Negroes and a number of northern whites questioned the jury recommendation of mercy, which ruled out the death sentence. The critics contended mercy would not have been shown to Negroes, and they waited to see just how stiff a sentence Judge W. May Walker would impose. But the Reverend David Brooks, head of the Tallahassee N.A.A.C.P., thought differently. He argued that the mercy recommendation might set a precedent for mercy to Negroes in similar trials in the future.

THE GUILTY ARE (FROM LEFT) DAVID BEAGLES, OLLIE STOUTAMIRE, TED COLLINSWORTH, PATRICK SCARBOROUGH





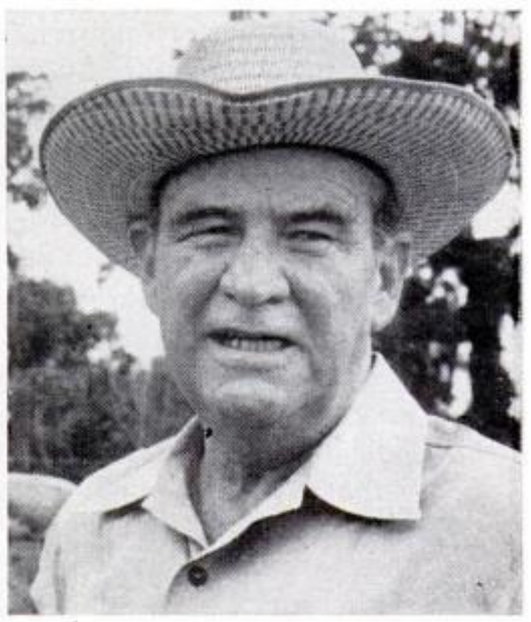
ARRESTING OFFICER of the rapists was Joe Cook Jr., 21, a deputy sheriff and college student of criminology.



PROSECUTOR William Hopkins told jurors to imagine that the victim had been their daughter, raped by Negroes.



JUDGE W. May Walker denied the defense a change of venue or a delay, speeded the trial with night sessions.

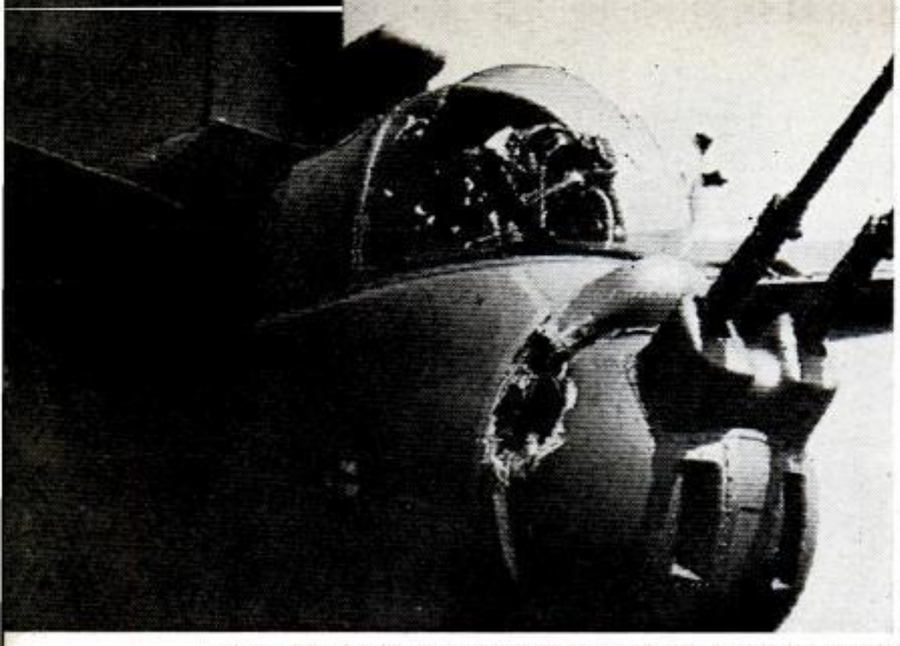


FOREMAN of the jury, Rancher A. H. King, brought verdict of guilty in after less than two hours of deliberation.

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TAIL GUN POSITION WAS BLASTED OPEN BY MIGS

INTERNATIONAL INCIDENT: THE CREW'S STORY

When Red MiGs shot at a U.S. Navy plane 45 miles off North Korea last week, they caused an international incident. The U.S. public was further alarmed by reports that the plane was inadequately armed. Here is the story of what happened to a surprised but courageous Navy crew.

by ALEXANDER CAMPBELL
TIME-LIFE *Correspondent*



WOUNDED GUNNER CORDER IS MOVED BY HELICOPTER IN JAPAN TO A NAVY HOSPITAL FOR TREATMENT

"THEY'RE firing at us!" the tail gunner shouted into the intercom. Last week as I interviewed the crew in Japan this moment of truth still seemed fresh. The 14 men packed into a plane built for nine knew that their mission was important: to fly along the North Korean coast making a reconnaissance of Communist installations. All but one gun position had been removed from the plane to make room for special equipment. But they did not think of the mission as particularly dangerous. Although MiG jets had come out to look them over before, they had not been fired on. Two crewmen had brought along suitcases full of clothes, ready to take a short leave when they got back to Japan.

Four hours out, when the mission was nearly completed and Lieut. Commander Donald Mayer veered his plane away from the North Korean coast to head for home, two MiGs came zooming in. The tail gunner, Aviation Electrician's Mate 2/c Donald Corder, saw them first. His standing orders were to remain calm and not even to point his guns if MiGs appeared. This was to avoid starting an uneven scrap between the 395-mph Navy bomber and the 600-mph jets. The Navy plane's job was to get information, not to shoot MiGs. But this time the MiGs started firing without warning.

On the MiGs' second pass, Corder, who is 20, aimed his guns to fire. But MiG bullets hit before he could fire a round. "The whole turret seemed to blow up," he said later. Bits of shrapnel knifed into Corder's head, neck and legs, breaking his right hand and kneecap.

Commander Mayer calls Corder "a hardy soul." And he was. Painfully he began to crawl forward through the plane to the ditching platform. Lieut. (j.g.) Eli Farley, 24, a radarman, saw him coming. "He was all bloody and his suit was on fire," says Farley. "Bullets were hitting inches in front of me when I saw him." Farley knocked out the flames and called to Richard Nelson, an ordnance man, for help. "I never did any first aid in my life," says Nelson, "but I broke out the kit and applied bandages and tourniquets to Corder. He was in great pain but he didn't make a sound." When the MiGs attacked again, Nelson shielded Corder with his own body.

Up in the cockpit Commander Mayer ordered his copilot Lieut. Commander Vincent Anania to dive the plane. "I could see tracers coming over our wing each time they made a run," says Mayer. Anania dived from 7,000 feet to 50 feet. As Mayer recalled it later, "Bullets kept hitting the water in front of the plane all the way down."

Then, as suddenly as they appeared, the MiGs vanished. No one saw which way they went. But the crew's troubles were far from over. In six passes the MiGs had hit the plane some 15 times and they had aimed shrewdly. The Mercator's rudder system was shot up. Of the plane's four engines—two standard piston types and two turbojets—the starboard jet was knocked out and the starboard piston engine was belching clouds of smoke. This left only the two port engines to limp home on. And there were holes in the flaps and the wings. "This made the Mercator rather difficult to fly," says Mayer in a calm understatement, "especially with no rudder control."

Mayer tried to maintain an altitude of 1,600 feet above the waves, but a port engine began to vibrate so badly that he had to reduce his speed. This brought the plane down to about 300 feet. Once it dropped so close to the water that "it looked like we were going in." With only 30 miles to go to the nearest field in Japan, Mayer radioed that he would have to ditch the plane. But first he ordered all removable equipment tossed overboard in an effort to lighten the load. The crew threw out everything they could get their hands on—including the two suitcases. This did the trick, and the Mercator limped safely in to a landing.

Corder was rushed to the hospital, where I saw him last week. He looked pale and had been given an injection to ease the pain. But his voice was clear and strong. "Nobody on these missions really believes he will be attacked," he told me. "I was more surprised than scared when it happened." I asked him if he'd like more guns on the plane. "I think we are amply protected," he said. "And I think I would have hit a MiG if I could have fired. I'd like another chance."

AT PRESS CONFERENCE IN JAPAN, PLANE'S CREW LISTENS TO COMMANDER MAYER, FLANKED BY NAVY STAFF OFFICERS, AS HE DESCRIBES COMMUNIST ATTACK



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Mrs. Powell is shown with her sons, John and Andrew, at their backyard picnic table. Their charming home, seen in the background, is located in Gladwyne, a suburb of Philadelphia. Mr. Powell is associated with a steel company.

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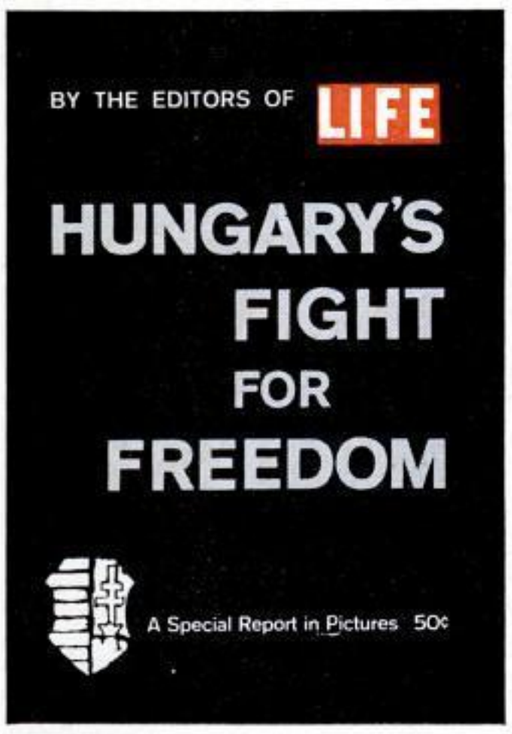
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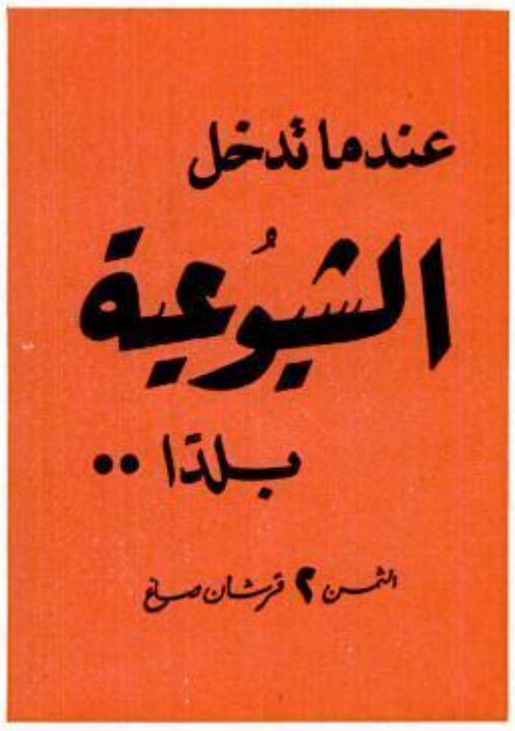
SEQUEL

A SURPRISING BEST-SELLER FOR MIDEAST



In Cairo (*below*), Beirut and throughout the Middle East, a dramatic picture book (*right*) is one of the hottest propaganda items in the United Arab Republic's new campaign against Communism. Apart from its Arabic title, and a preface warning that the book tells what will happen in Iraq if Communists gain control there, the new volume is an exact copy of LIFE's special account (*left*) of the bloody, ill-fated rebellion in Hungary. It has sold 300,000 copies, phenomenal in the Middle East where literacy and cash are both low.

The book was put out by Mustafa and Ali Amin, two prominent Cairo newspaper publishers, and its astounding success is witness of Gamal Abdel Nasser's growing fear of international Communism. For years Nasser believed the Russians could be safely bargained with. Now, mainly because of the open Communist influence in Iraq, he is alert to the danger, and is turning much of the invective once reserved for "Western imperialists" against the sinister minions of Moscow.

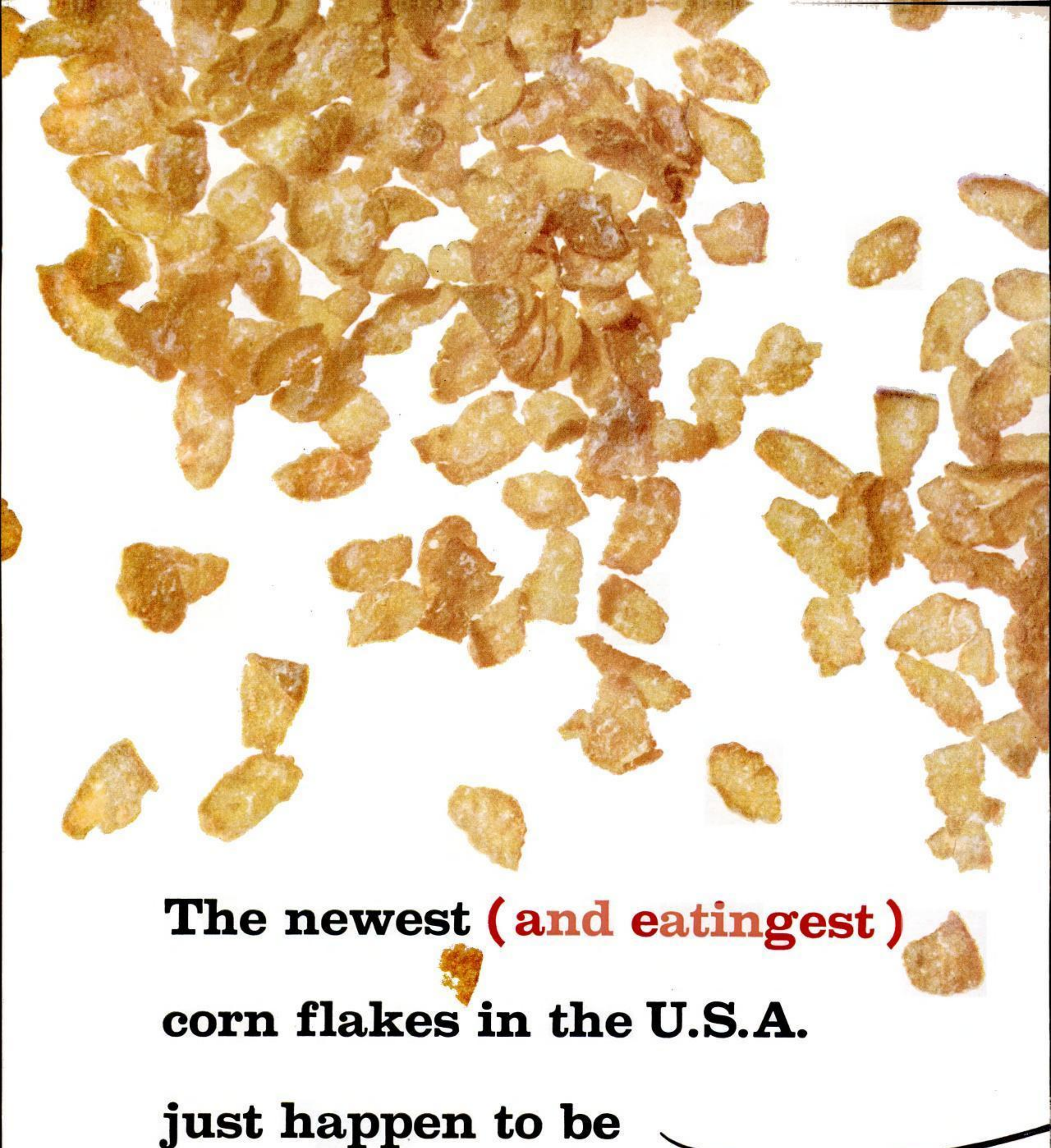


"LIFE" BOOK, printed in 1956, sold nearly a million copies in U.S., abroad.

ARAB VERSION, called *When Communism Enters a Country*, sells for 5¢.

IN CAIRO PARK ON THE BANKS OF THE NILE, EGYPTIAN READER STUDIES PHOTOGRAPH OF HUNGARIAN FREEDOM FIGHTERS WHICH APPEARS IN NEW BOOK





The newest (and eatingest)

corn flakes in the U.S.A.

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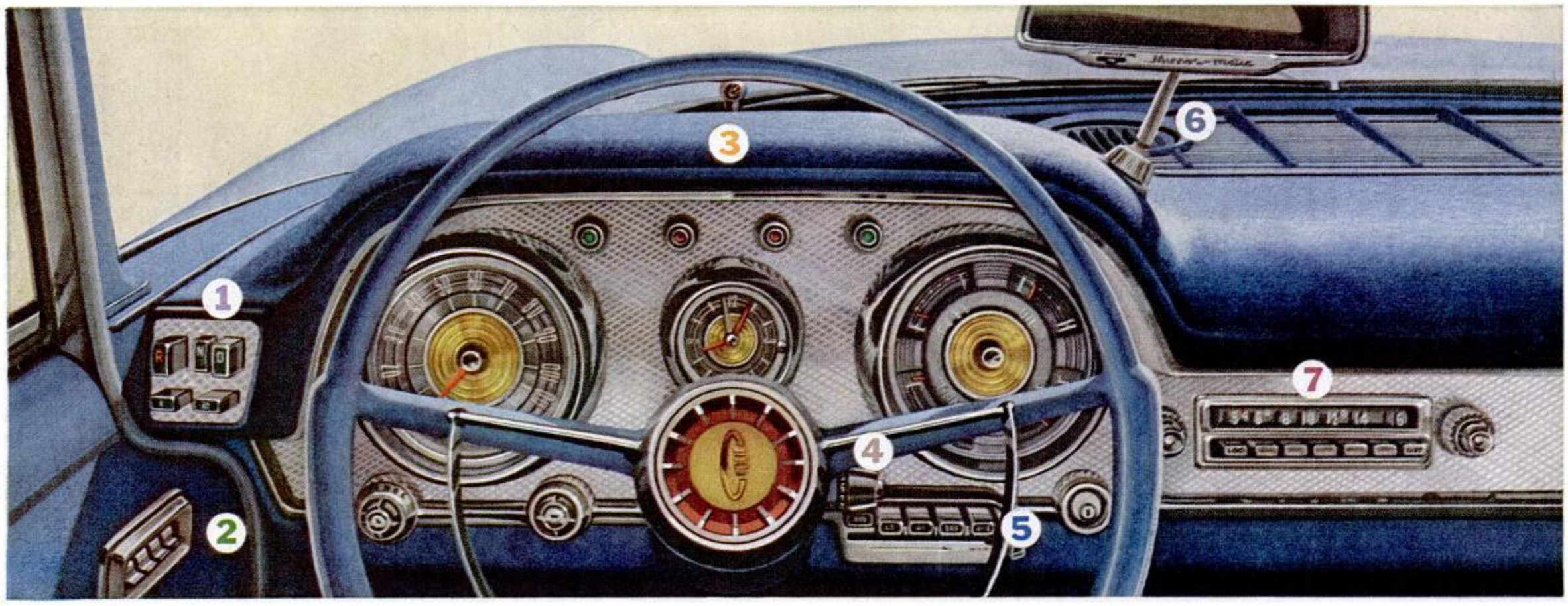
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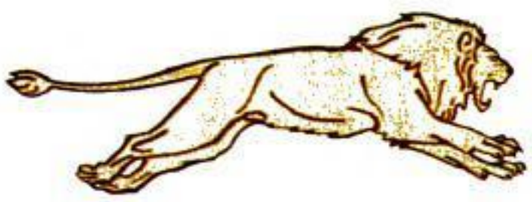
Chrysler Windsor 2-Door Hardtop in Nocturne Blue and Ivory White.

SPACE TRAVEL

...it's pushbutton driving ease with room to spare!



Start your own count-down—at Chrysler's unique control center! **7** Touch button or bar—be with music. **6** Mirror-Matic—flips headlight glare out of your eyes . . . electronically. **5** Your finger—selects warmth, or air-conditioned comfort. **4** Auto-Pilot selector—dial your speed, push the button, forget the gas pedal. **3** Automatic Beam-Changer—politely dims your lights. **2** Control panel for all windows. **1** TorqueFlite pushbuttons—just touch . . . and go! There's space-age magic in each of these wonderful Chrysler options. And for the space-minded traveler: hat-wearing, stretch-out roominess for relaxed adventuring. Enjoy Chrysler's quiet, quality ride, too. It's a lasting tribute to Chrysler's rugged construction. Try it yourself. Drive America's most fully automated car . . .



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BEFORE ENLARGED LITHOGRAPH OF NEW ORLEANS BATTLE, JOHNNY HORTON JOINS WITH ONE LIVE AND ONE STUFFED ALLIGATOR TO RE-ENACT THE SONG

Outbreak of Oddball Song Hits

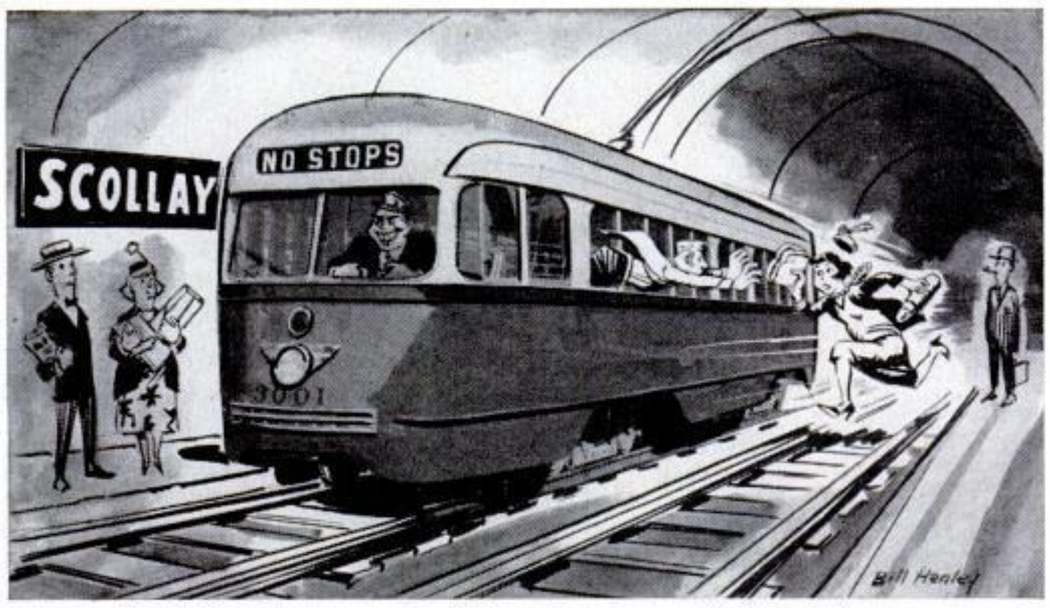
In not much longer than it takes one generation of teen-agers to grow up and start worrying about the next one, the country's pop tunes have shifted drastically in subject matter. From being amiably unreal, they have become stridently specific. Two decades ago jukebox serenaders sang about the gold of the day, the dust of the stars and the spooning uses of the harvest moon. Last week the records rambled on about highly prosaic items like combs, shoelaces, subway fares (*pp. 48, 49*)—or unromantic fancies like an alligator stuffed with cannon balls.

The current top-selling song in the country, *The Battle of New Orleans*, has the alligator. Sung by hillbilly blaster Johnny Horton, it recounts the wildly improbable tactics that routed the British from the bayous in 1815. When Ol' Hickory Jackson's defenders saw their gun barrels melt from firing, they packed an alligator with cannon balls and the detonation drove the British back through the briars and the brambles to the Gulf of Mexico. This is what happens, at least, in the million and a half Columbia records sold in the U.S. Horton sings a different version for the Canadian trade. Although the melody, such as it is, stays the same, the Canadian song has Jackson's "rebels" soundly routed by the British.

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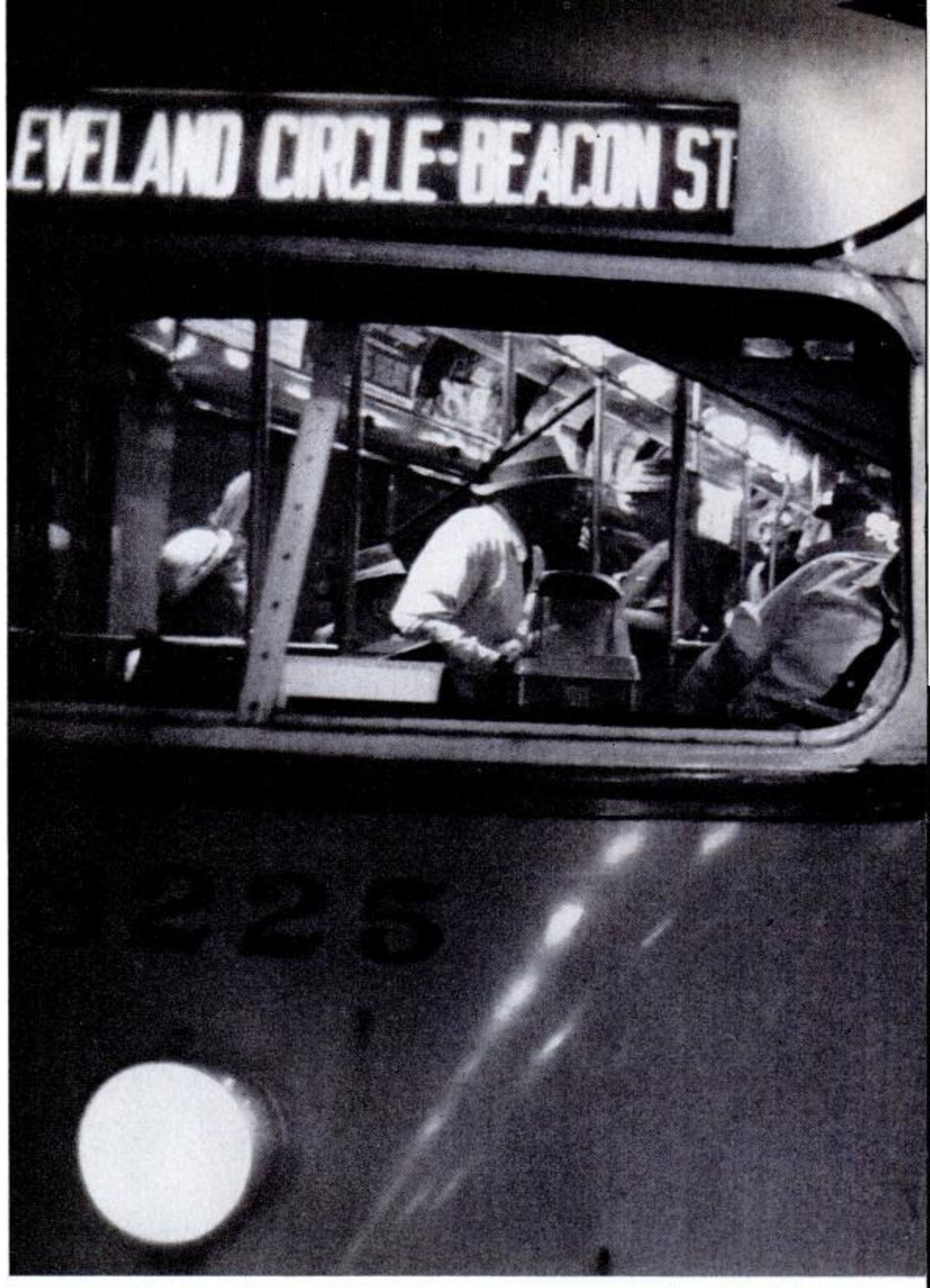
ODDBALL SONG HITS CONTINUED



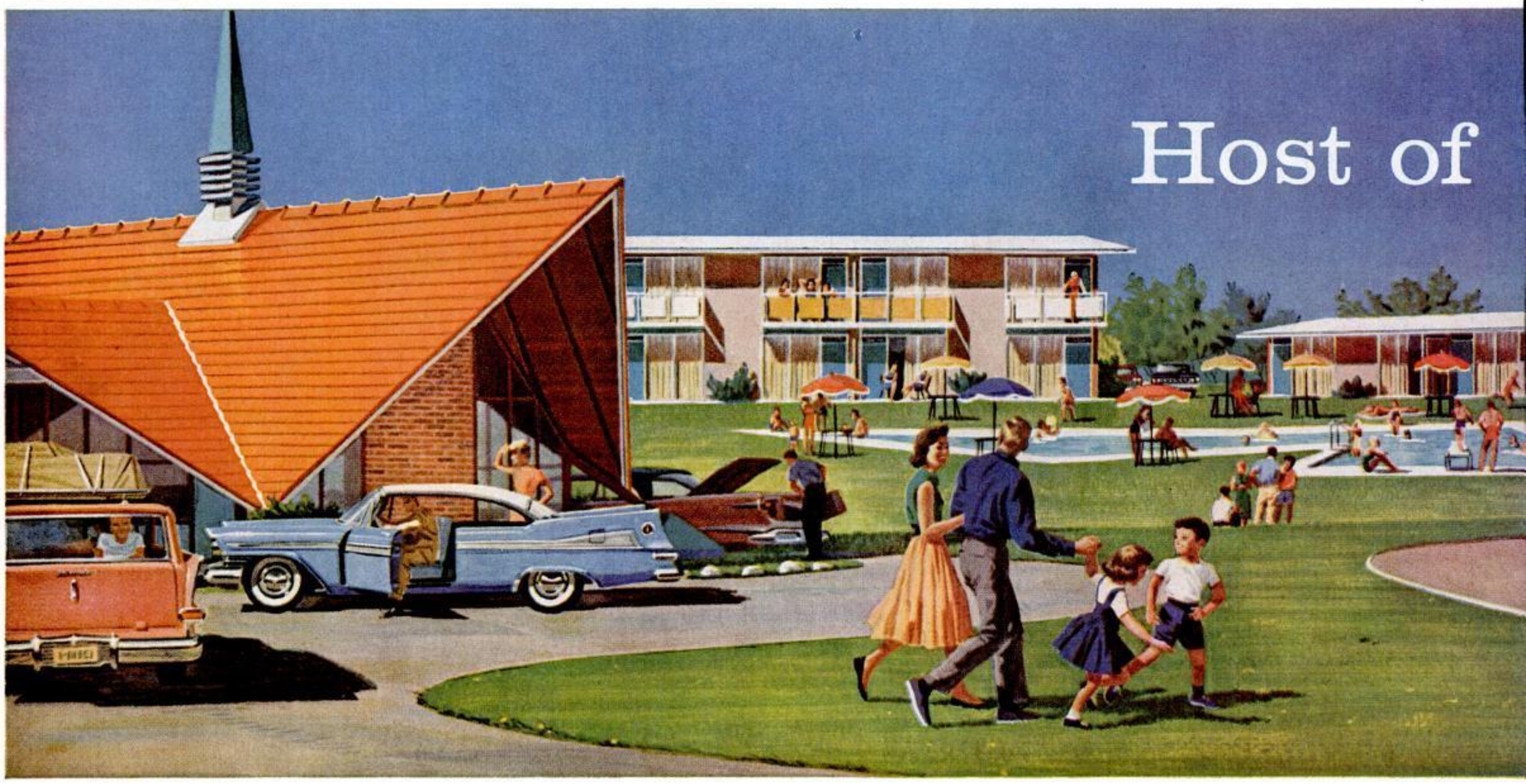
FEEDING ON THE FLY in Boston *Globe* cartoon, traveler gets lunch from wife. "If she gave him a nickel" one fan said, "he'd come home for a hot meal."

BALLAD OF CAPTIVE RIDER

A song tailored for a Boston mayoralty race 10 years ago turned into a national hit last week. Written as a protest against the rising cost of subway riding, *M.T.A.* (for Metropolitan Transit Authority) was the campaign song of unsuccessful Progressive candidate Walter A. O'Brien who opposed the fare hike. It told of a commuter who was in transit when the rate went up and found himself without the nickel he needed to pay his way off. Since then, night and day, he has been riding the line from one end to the other, nourished only by sandwiches tossed to him as his train rattles through Scollay Square. Touched by the song, subway riders from other cities have inundated the M.T.A.'s offices with sandwiches to sustain the hapless rider and even a few nickels for his ransom.



PUSHING RECORD SALES, Model Cindy Dru parades through the Scollay Square station after rush hour brandishing protest that rider is still a captive. →



Motor Lodges: More than 60 Howard Johnson's Motor Lodges in twenty-five states offer you a sound night's sleep with comfortable surroundings, inviting facilities and Howard Johnson's sensible prices. Now you can teletype ahead for reservations, too.

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HIT RECORD'S SINGERS, the Kingston Trio, harmonize version of Boston-based tune while riding on the side platform of a cable car in San Francisco.

CONTINUED



FREE: Your easy-to-follow Howard Johnson's Road Map showing Motor Lodge and Restaurant locations. Make sure your next trip will be the best one ever by sending for your copy today. Just drop a card to: Howard Johnson's Motor Lodges, 89 Beale Street, Wollaston, Mass.

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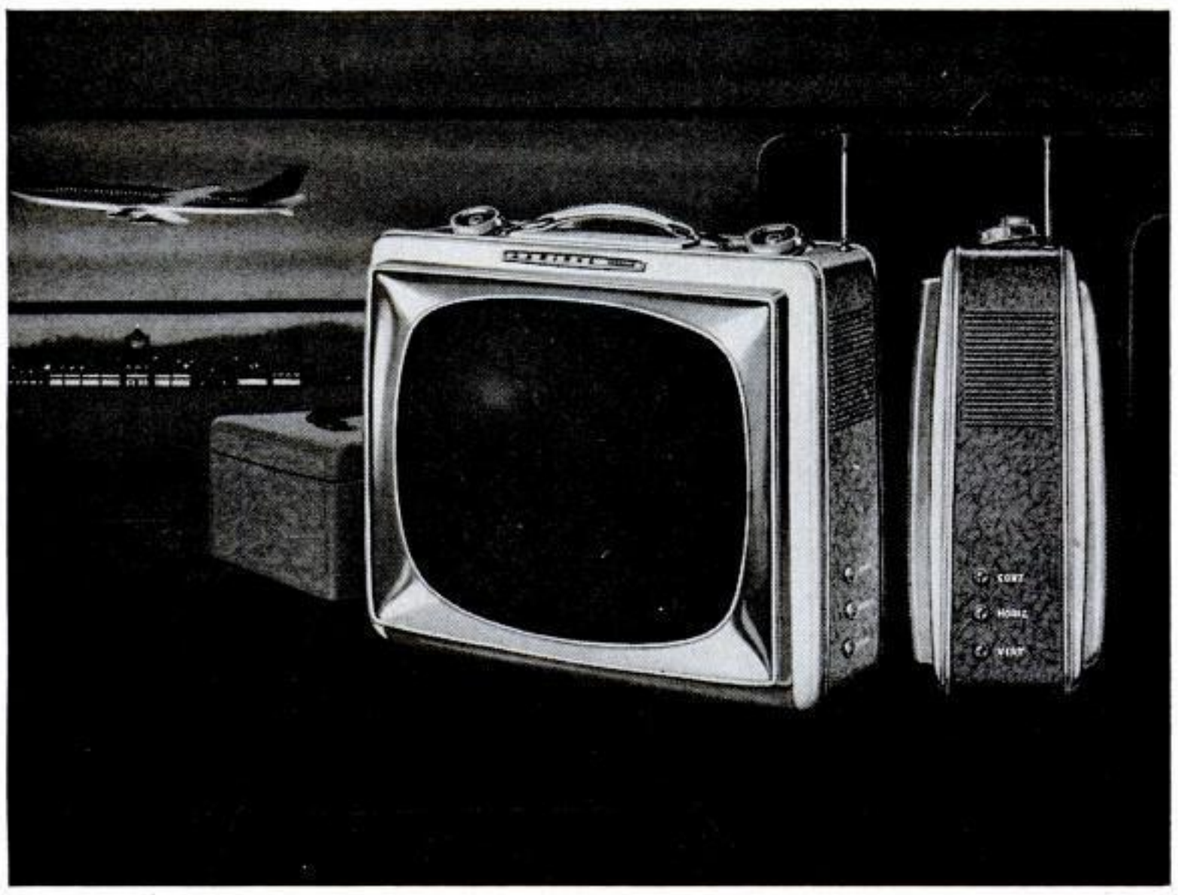
Admiral Son-R* remote control has no wires, no batteries, no transistors . . . super-sonic sound tunes this new Space Age† portable TV . . . the most versatile TV ever created! Take it to any room. Tune from anywhere in the room . . . from the comfort of your bed or easy chair.

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First really rugged and ready to go portable! Ultra-slim and styled like the finest luggage. Only 12¼ inches thin. Has the famous Admiral etched satellite circuits that end service worries. Forward sound up-front. Best picture ever in portable TV. Handy top tuning. Choice of two-tone and leather-look finishes in all-white, tan morocco and white and black morocco. Thin Man Portables from $159.95.

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ODDBALL SONG HITS CONTINUED



"LEND ME YOUR COMB" is sung by Edd Byrnes and Connie Stevens (*above*). Byrnes, jive-talking car parker known as Kookie on TV's *77 Sunset Strip*, is urged by Miss Stevens to stop primping and pay more attention to her.



"PINK SHOE LACES" is sung by 13-year-old Dodie Stevens, who inspects a scarecrow wearing garb listed in her tune. Flashy idol she describes wears pink laces in his tan shoes, polka-dot vest and Panama with a purple hatband.

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New from Libby's...Frozen Pineapple-Raspberry Drink

It tastes as bright as it looks! Think of a drink that's cooling and colorful ...a flavor blend of sun-ripened raspberries and King Hawaiian pineapples from Libby's own plantations. Add health-giving vitamin C, and you have Libby's new frozen Pineapple-Raspberry Drink! It's a thrifty thirst-quencher too—each 6-ounce can makes a full quart. Your grocer has many other fascinating flavors too—so stock up for the family. Remember, children love Libby's Frozen Drinks—and they're *good* for them too!

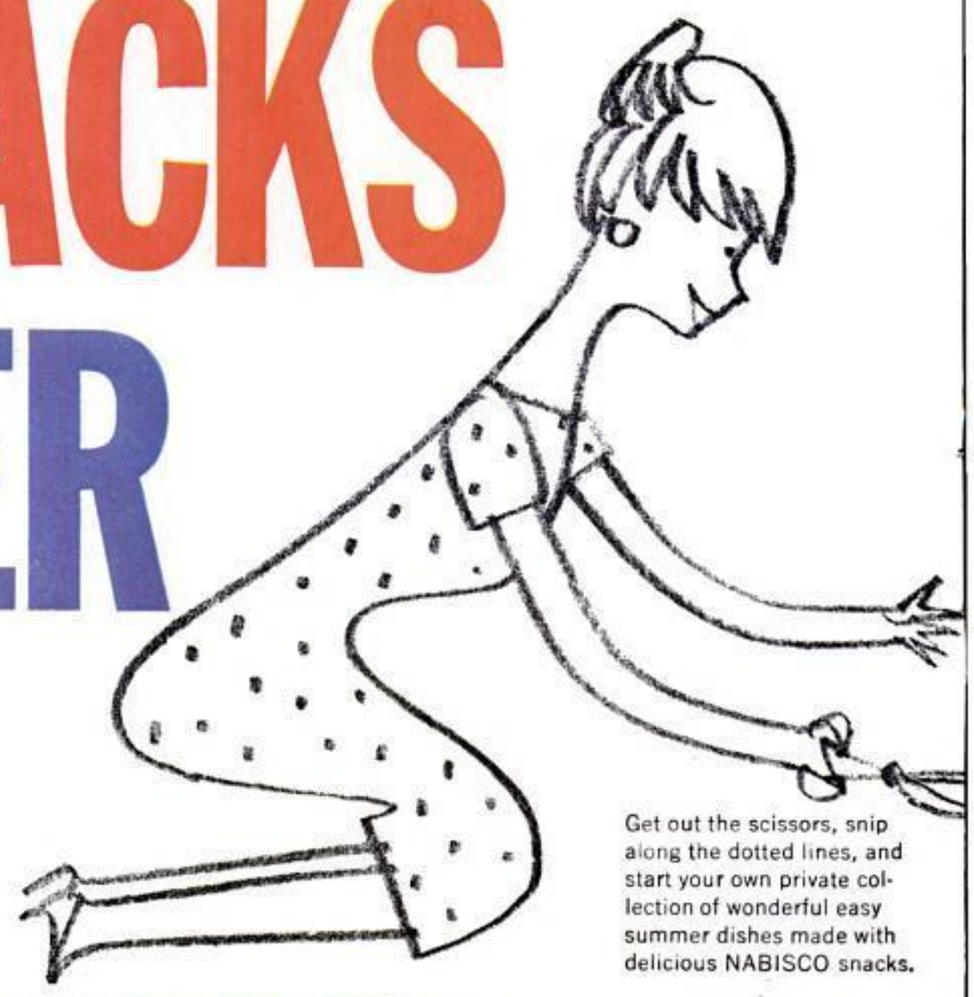
14 Flavors in perfect taste. Pineapple-Raspberry Drink • Orange Drink • Pineapple-Orange Drink • Pineapple-Grapefruit Drink • Pink Lemonade • Tropi-Cal Fruit Punch • Grape Juice • Limeade Orange Juice • Tangerine Juice • Pineapple Juice • Lemonade • Grapefruit-Orange Blend • Grapefruit Juice



Libby's FROZEN **For a summer-full of flavor and refreshment, shop during** JUICE JUBILEE

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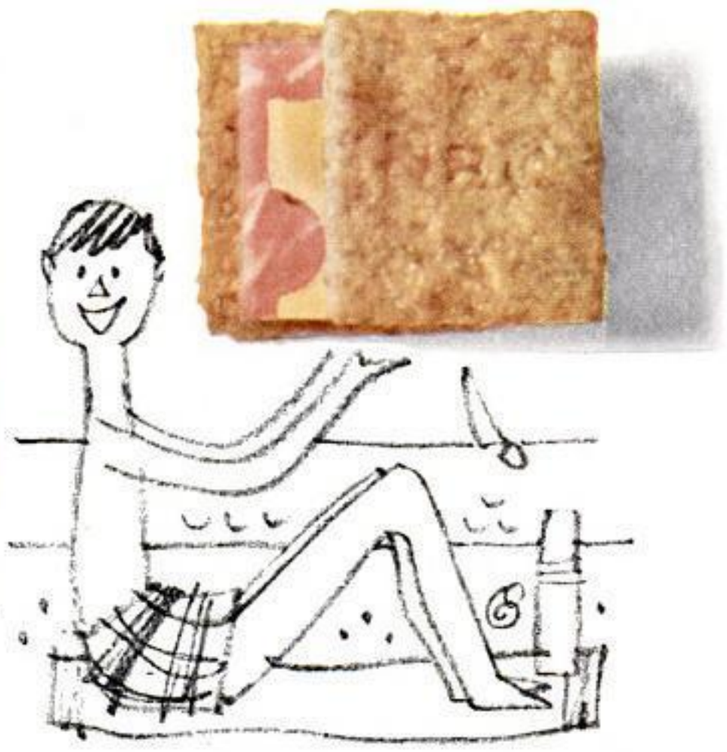
NABISCO SNACKS HOT WEATHER RECIPE FILE



Get out the scissors, snip along the dotted lines, and start your own private collection of wonderful easy summer dishes made with delicious NABISCO snacks.

CASUAL CANAPÉ



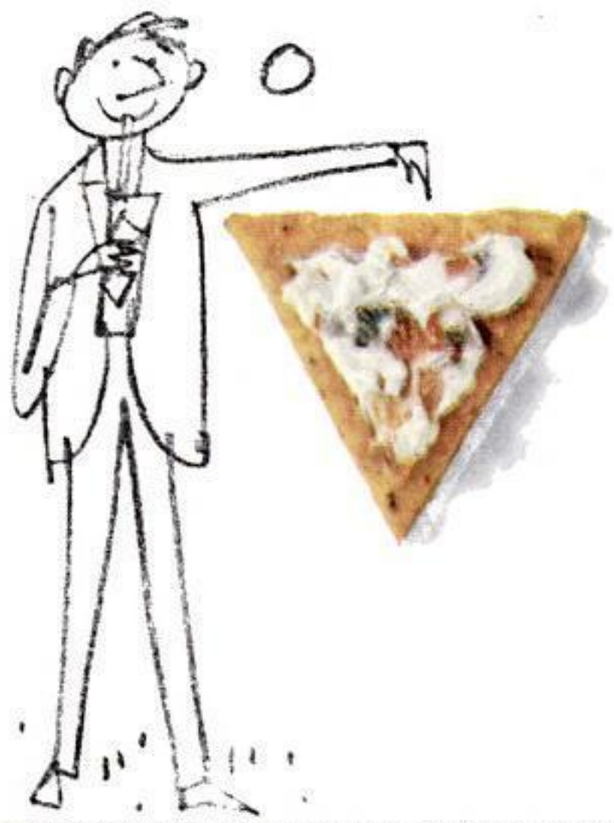


Canapés so easy to make, so easy to eat, they even go to the beach! Sandwich a slice of ham, a slice of Swiss between the hearty, whole wheat flavor of crisply thin Wheat Thins.

MINT MARVEL



Combine cream cheese, and chopped dates with the blithe, fresh taste of mint. Spread on zesty-flavored Triangle Thins. Serve with orange sherbet in orange juice. Float mint leaves.



MELON MOUND





Surround a mound of cottage cheese with slices of melon. Spear melon balls on Veri-Thin Pretzel Sticks, so just-baked fresh, delightfully salted. Stand them up in cheese.

PARTY PATÉ



Blend 1 lb. liverwurst, ½ cup melted butter, 2 tbsps. grated onion. Put in refrigerator to "age" overnight. A gourmet treat, crowned with radish slice, on cheddary-good Ritz Cheese Crackers.

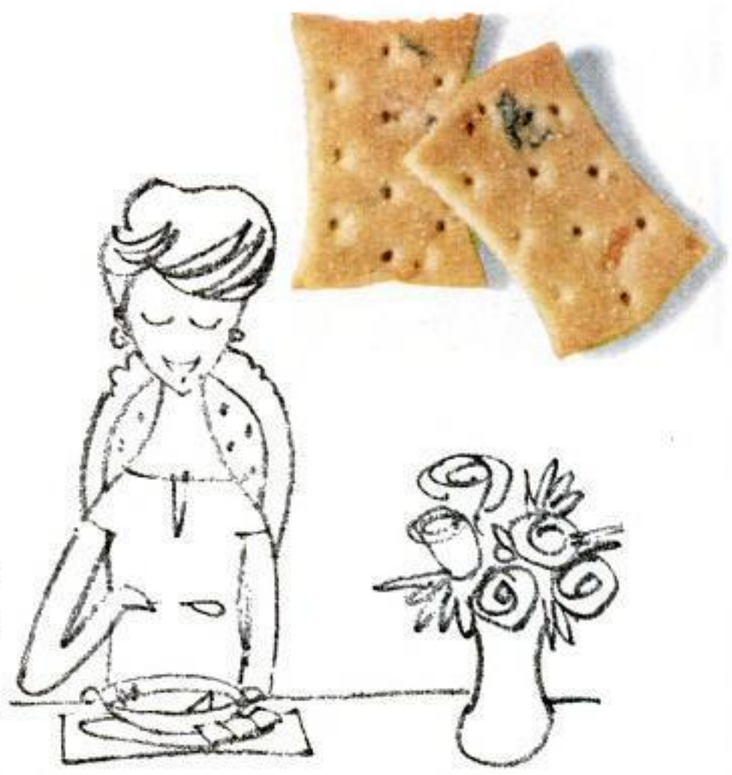


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CONSOMMÉ ALASKA



New Vegetable Thins! The new snack cracker with a lively, spiced-up vegetable flavor. Serve with consommé (chilled in the can till it's ice-cold jellied), lemon wedge, flecks of parsley.



FISH 'N' BITS



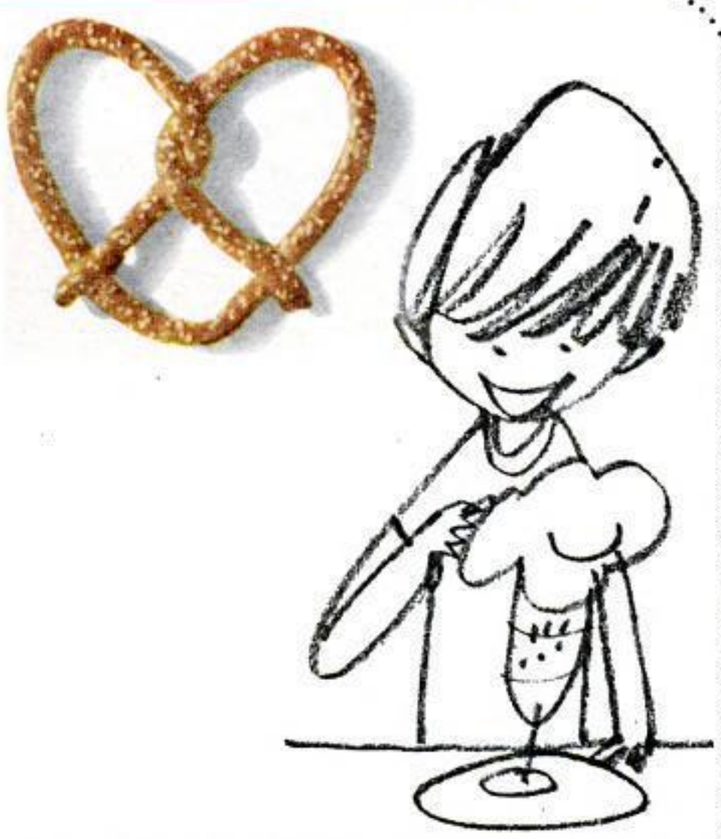
Know what goes swimmingly with the rich Cheddar taste of Cheese Tid-Bit Crackers? Anchovy paste! Blended with a smidgin of cream cheese and topped with chopped parsley.



PRETZEL PARFAIT



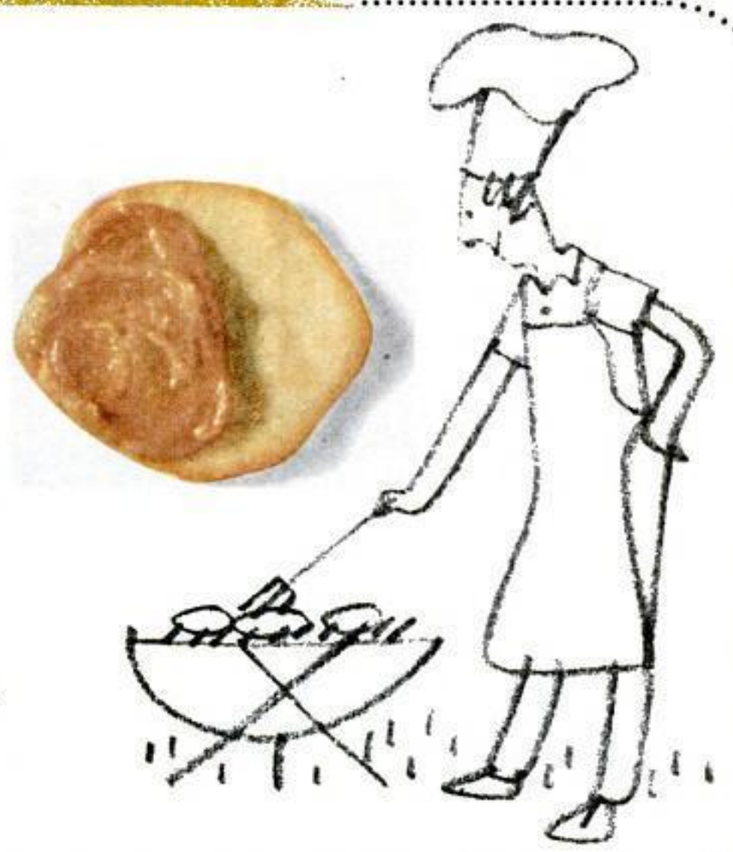
Like your parfaits crunchy? Crumble crisp Veri-Thin Pretzels, salted just right, crisp as the day they were baked, for the middle layer of a peach ice cream parfait.



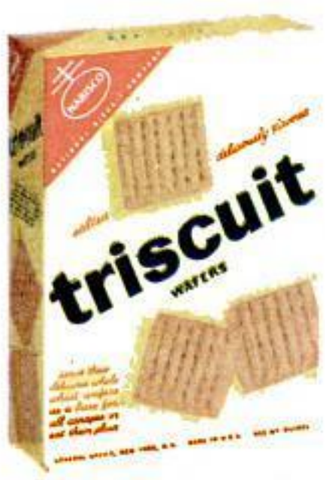
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While the burgers barbecue... try some Chippers dippin'! Combine grated sharp Cheddar, barbecue sauce. Heat on grill. Go to it!—with potato-flavored, chip-shaped Chippers.



TRISCUIT TRIUMPH



Crisp salad complement. Pop crisp, golden Triscuit with their nice 'n nutty flavor in the oven. Spread with garlic butter. Wrap in red and white checked napkin, serve in basket.



THINS LUNCH



Put ice cubes made of lemonade (use the frozen) into tall glasses of ginger ale. A snappy exclamation point to zippy Rye Thins, topped with pimiento slice, bacon-cheese spread.



NATIONAL BISCUIT COMPANY®

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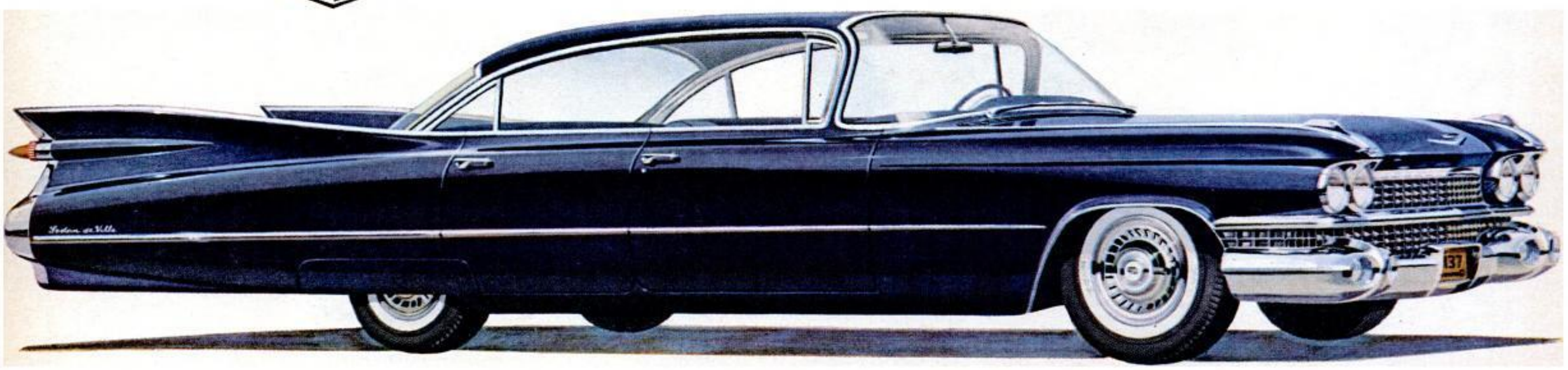
gowns from Countess Alexander



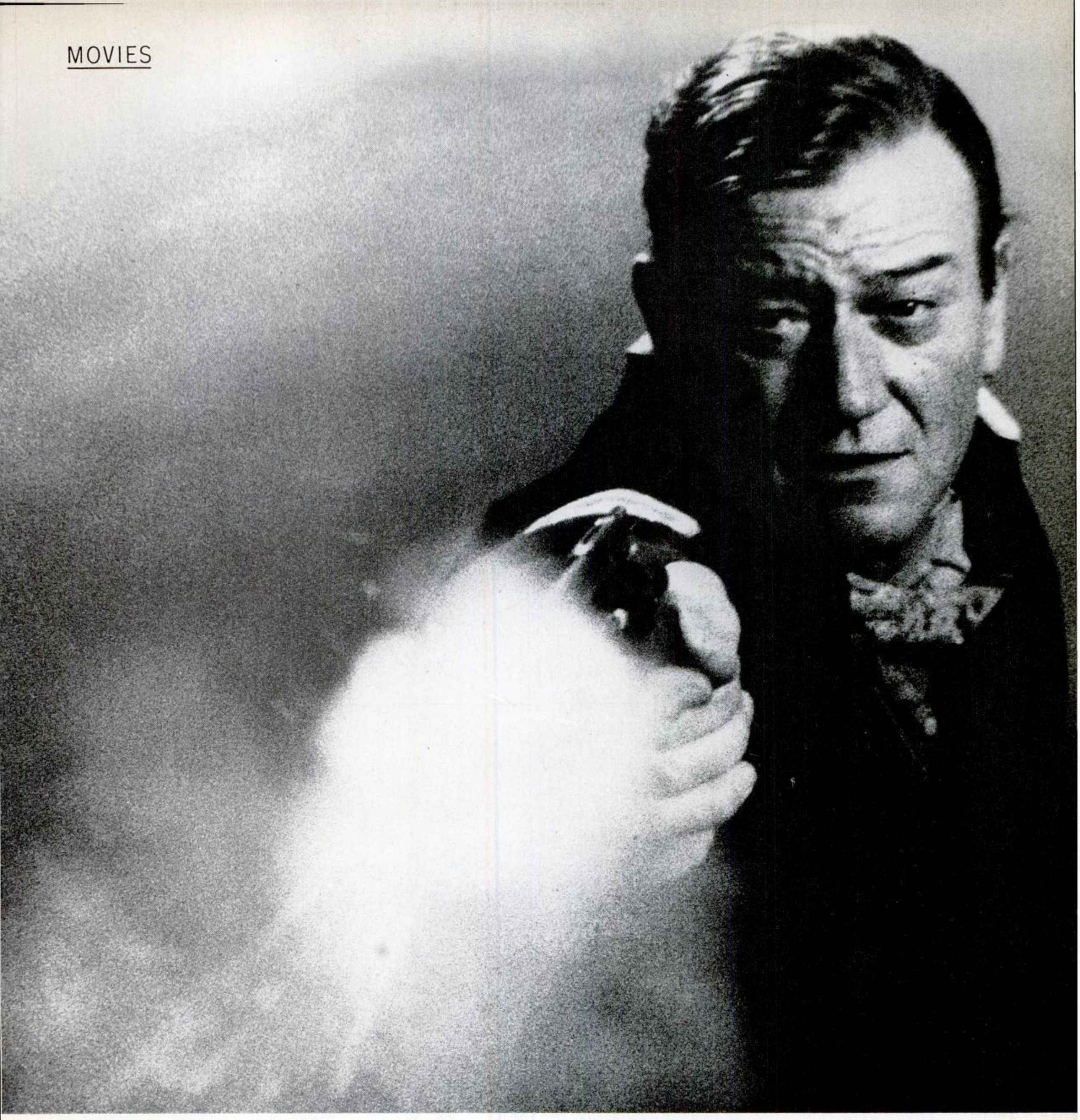
In every part of the world where highways exist and quality is recognized, Cadillac has become the accepted symbol of automotive goodness. And certainly, this international affection for Cadillac has never been more soundly based—or more richly deserved—than it is at the present time. For the Cadillac car has never before been so bountiful in all those things which command respect and admiration in a motor car. In styling, in performance, in luxury, in craftsmanship, and in practicality—it is the Standard of the World. We believe that an inspection and demonstration of this great motor car will prove this fact beyond question. Visit your dealer soon and learn for yourself why Cadillac is first in the world's esteem.

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EVERY WINDOW OF EVERY CADILLAC IS SAFETY PLATE GLASS

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JOHN WAYNE, AS THE UNION COMMANDER, TURNS AND FACES REBS AS GRIERSON'S CAVALRY MAKES ITS FAMED RAID THROUGH HEART OF CONFEDERACY

LUSTY NORTH-SOUTH WESTERN

Bang goes John Wayne's pistol and boom goes Hollywood's most expensive effort yet to commemorate the approaching centenary of the Civil War. The movie is *The Horse Soldiers*, John Ford's $6.5 million equestrian epic based on the famous Union cavalry raid led by Colonel Benjamin Grierson in 1863. Riding south from the siege of Vicksburg, Grierson cut the railroad supplying the city, then continued on across 300 miles of rebel territory to Union-held Baton Rouge. The raid, said General Grant, shortened the Civil War by a year and tested out the tactics which Sherman later used with dire success in his march to the sea.

The movie colonel (John Wayne) rides into a good deal of rough-and-tumble trouble which the real-life colonel never had to face: a mutinously humane surgeon (William Holden), a fiery, patriotic southern belle (Constance Towers), her loyal maid (Tennis Champ Althea Gibson). The horsemanship, costumes and wide-screen scenery are authentic. But the dialogue and treatment are pretty childish—O.K. for children who will probably look at the film as a kind of North-South western.

CONTINUED 55

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BRAVE UNION BUGLER sounds charge over last bridge between raiders and the safety of Baton Rouge. After crossing bridge, Wayne blows it up behind them.

HARD-RIDING REBELS (*left*) search for Union raiders along a riverbank in Mississippi. Wayne and his raiding bluecoats are hiding on the opposite bank.

CONTINUED

Now! A Portable that's Electric!

Even "hunt and peck" typists get print-perfect results with the exclusive new Smith-Corona Electric Portable!

Here's the new kind of typewriter that makes all manual portables obsolete! The new Smith-Corona Electric Portable is easier to type on . . . easier to learn on than any manual portable . . . *because it's electric!*

The less skilled you are at typing, the more you need the new Smith-Corona Electric Portable. Just touch its keys and electric power takes over, assuring uniform, print-perfect results, even if you're a beginner or "hunt and peck" typist.

So don't settle for an obsolete manual portable when you can get the world's first and only electric portable. Mail the coupon below for a free trial now . . . or see and try the new Smith-Corona Electric Portable at your dealer's.

Only **$164.50.** *Manufacturer's list price. Subject to change. F.E. Tax extra.*



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This is it! The paper napkin most like linen!

Linen-lovely Scotkins®... are linen-firm, too!
They won't fall apart with juicy, saucy foods.
You won't need two or three—just one Scotkin
stays linen-strong the whole meal long.
Get Scotkins in the polka-dot box...
luncheon or dinner size!

ONE PAPER NAPKIN YOU DON'T NEED THREE OF!



CAUGHT IN ACT of trying to signal to passing Confederates, Constance Towers, whom raiders had captured, is bundled back into hiding by Wayne.



ROUGHLY HANDLED Constance is helped by Holden, who plays part of a chivalrous Union surgeon who dislikes Wayne's rough-and-ready methods.

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Now! Brownie Camera with electric eye!





New Brownie Starmatic gives you good, clear pictures on bright days, cloudy days, in sun or shade ***...automatically!*** *The electric eye makes you right every time!*

Now Kodak brings you a Brownie Camera that's not only easy—it's *automatic!* It takes both beautiful snapshots and sparkling color slides. All you do is aim and shoot!

Shoot in the sun, shoot in the shade—even indoors by a window! The electric eye measures the light, and sets the lens for picture-perfect results every time!

And the lens is always in focus—even as close up as 4 feet—so you get 12 *sharp* pictures on every roll of film.

See this great new camera demonstrated at your Kodak dealer's now. It's yours for as little as $3.50 down.

$34.50

(List price includes Federal Tax and is subject to change without notice.)

See Kodak's "The Adventures of Ozzie and Harriet" and "The Ed Sullivan Show"

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FOR MEN ONLY! KAISER FOIL'S 1ST ANNUAL COOKOUT CHAMPIONSHIP!

Man! It's sensational!

Chance of a lifetime to parlay your outdoor cooking skill into a thrilling trip to the fabulous Hawaiian Village Hotel, *for you and your wife*, via Pan American's luxurious Super-7 Clipper.

There'll be a spectacular outdoor Cook-Off 'neath swaying palms at Waikiki where you have a chance at the Grand Championship title and Kaiser Foil's rich awards. Never before an event like this!

Easy to enter! Easy to win! Just send us the *complete recipe for the main dish* you consider your outdoor specialty. No holds barred as long as it qualifies as a main dish with ingredients listed first and method described in detail.

Bar-B-Tricks from Kaiser Foil, Carnation and Del Monte!

To help you win, major advertisers have put together in this one big foil-covered advertisement a summertime supply of Bar-B-Tricks. New and unusual ways to use fire and ice, seasonings and skill to make your outdoor meals as spectacular looking as they are real good eating.

Be a cookout champion! Try your hand at these exciting new Bar-B-Tricks . . . on your own grill in your own backyard. One of them, with a touch of your ingenuity and imagination, *could* make you the world's first cookout king, winner of $10,000! Or winner of a versatile 4-wheel drive 'Jeep' Station Wagon! Get your main dish recipe on paper! Send in your entry today!



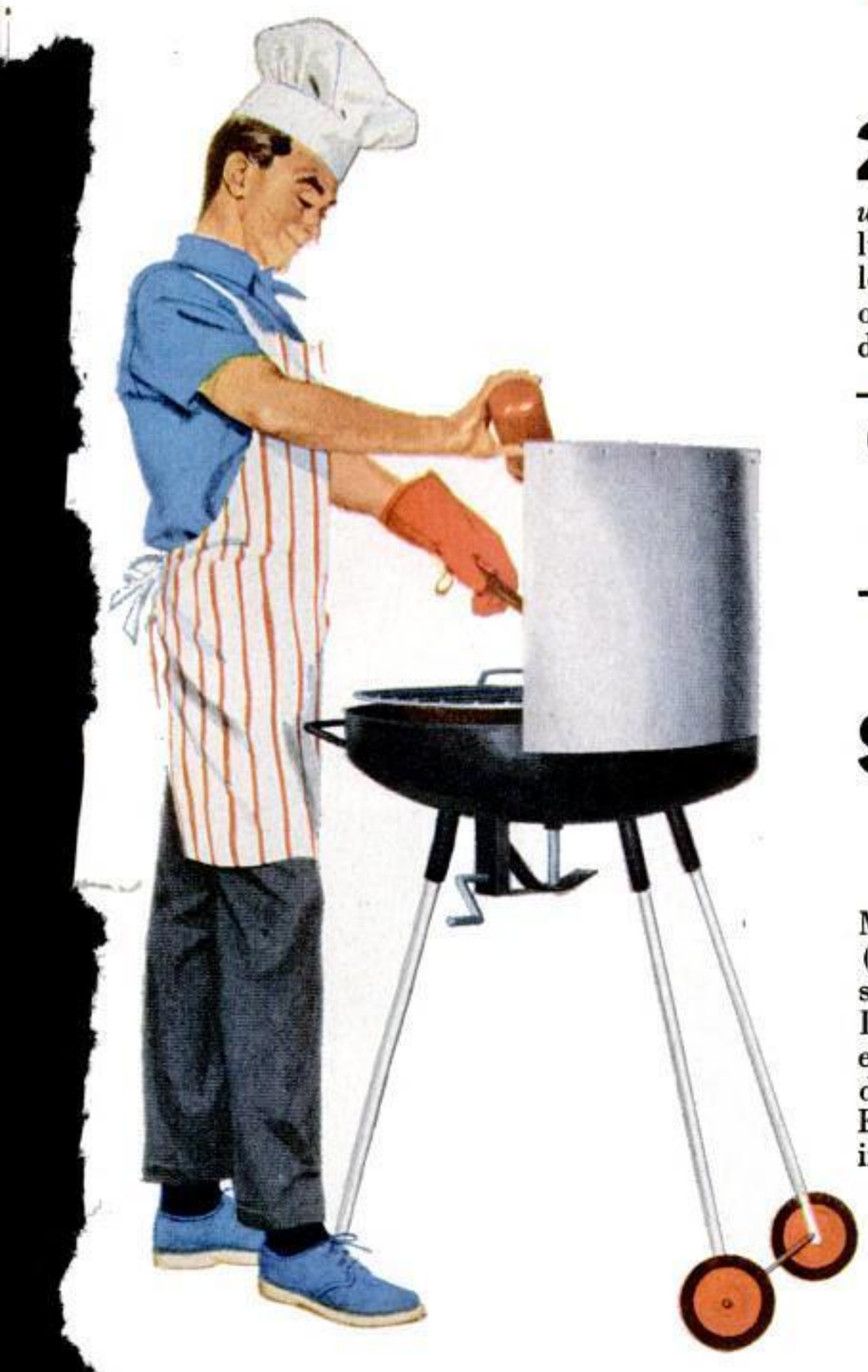
HAMBURGERS THAT STAY JUICY, NEVER CRUMBLE

The secret is Carnation—the double-rich milk that whips—*ordinary milk won't do!*

CARNATION BAR-B-BURGERS

- ⅔ cup (small can) *undiluted* CARNATION EVAPORATED MILK
- 1 egg
- 1½ pounds ground beef
- ½ cup fine cracker crumbs
- 1½ teaspoons salt
- ¼ teaspoon pepper
- 1 teaspoon dry mustard
- ¼ cup finely chopped onion
- ½ cup finely chopped green pepper

Blend all ingredients together until well-mixed. Form into 6 patties and broil 5-7 minutes on each side (or to your family's taste). Won't dry out or fall apart because of Carnation's double-richness. Results guaranteed when you use Carnation Evaporated Milk.



Awards to Champions from Kaiser Foil

25 CHAMPIONS

with their wives fly via Pan American's luxurious new Super-7 Clipper to fabulous Hawaiian Village for spectacular outdoor Cook-Off at Waikiki. 5 glorious days . . . expenses paid by Kaiser Foil.

Grand Championship Award

$10,000 CASH

4 'Jeep' Station Wagons

Versatile 4-wheel drive model.
One each as 2nd, 3rd, 4th, 5th Awards

Men! Enter this great event today! (Gals! See that they do!) All you do is send us a complete recipe for your OUTDOOR MAIN DISH specialty. Most exciting competition in the history of outdoor cooking. Easy to enter! Easy to win! Enter now! Complete, easy rules printed in this foil-covered advertisement. If torn out, get rules at your grocer's.

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REAL MAN-TYPE
BAR-B-SAUCE—ZIPPY, HEARTY, EASY

the secret is livelier-tasting Del Monte Catsup, the catsup made with Pineapple Distilled Vinegar to accent rich tomato flavor, zesty spices. Try

BAR-B-SAUCE DEL MONTE

- 1 cup DEL MONTE Brand Catsup
- 1 small bay leaf
- 3 tablespoons tarragon vinegar
- 1 teaspoon granulated sugar
- ¼ teaspoon coarse-ground pepper
- ¼ teasp. Gebhardt's Chili Powder
- ¼ teasp. Best Foods Mustard with Horseradish
- 1 clove garlic

Combine ingredients. Simmer 15 min., stir occasionally. Use as basting sauce, "dunk" or pour-on sauce.

DEL MONTE CATSUP

New breakfast drink discovery gives you

MORE VITAMIN C THAN ORANGE JUICE

NEW! INSTANT!

JUST MIX WITH COLD WATER



MORE VITAMIN C than Mother Nature puts in the finest orange or grapefruit juice. You need this vitamin every single day—your body doesn't store it.

MORE VITAMIN A than the best tomato juice, too.

NO SQUEEZING, NO UNFREEZING—your TANG jar needs no refrigeration. You make TANG, fresh, as much as you want at a time, a glass or a quart.

REAL WAKE-UP TASTE all its own. Never acid-y. Always the same sunny goodness, glass after glass. Add TANG to your shopping list now.

Happiest thing that ever happened to breakfast

NEW from General Foods, makers of Instant Maxwell House Coffee. TANG comes in 2 sizes—*regular* and *family*—to fill 12 or 24 glasses.

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EYING THE CAST, Laurie Sibbald studies Bolshoi's *Giselle* costume she hopes one day to wear.

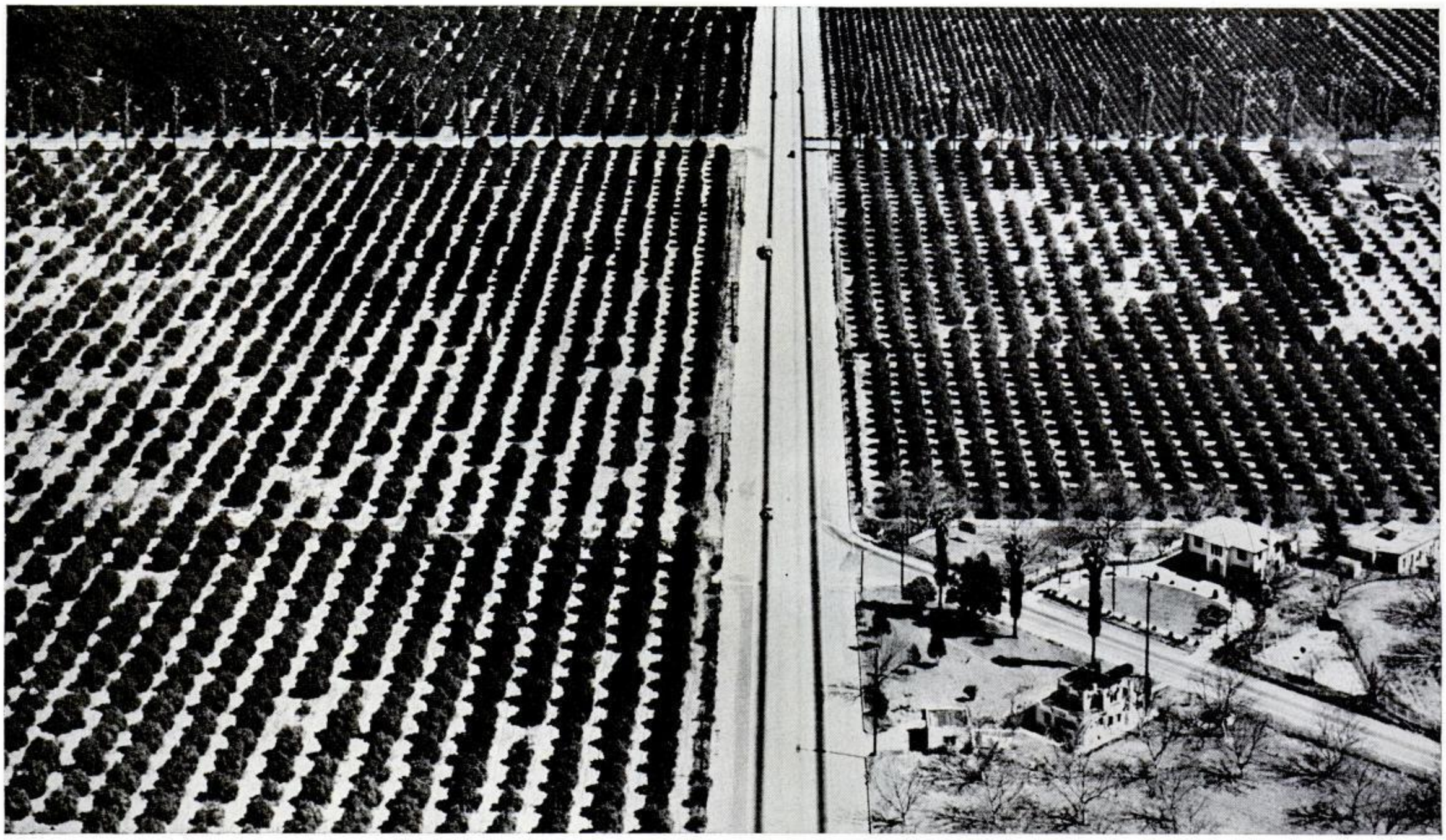
SHOWING HER STEPS, she is supported by Bolshoi's Vladimir Vasiliev and Leonid Lavrovsky.

A Bolshoi Crasher

The Bolshoi Ballet, which came to the U.S. to show what Russia can produce, may take back to Russia a sample of what the U.S. can produce—a slender 13-year-old ballerina named Laurie Sibbald. When the troupe was taping a performance in Los Angeles, Laurie, who lives nearby, hung around the studio wearing leotards and an eager look. Leonid Lavrovsky, the Bolshoi's top choreographer, invited her to take part in the company's practice session.

Laurie danced so nimbly in the chorus that Lavrovsky asked her to solo for him. She did a Spanish dance she had learned in North Hollywood's School of Classical Ballet where she has studied two years. The performance brought the suggestion that she apply for a scholarship at the Bolshoi school in Moscow which Laurie and her mother accepted on the spot. She is ready to go to Russia if her application is approved in Moscow and her visa comes through.



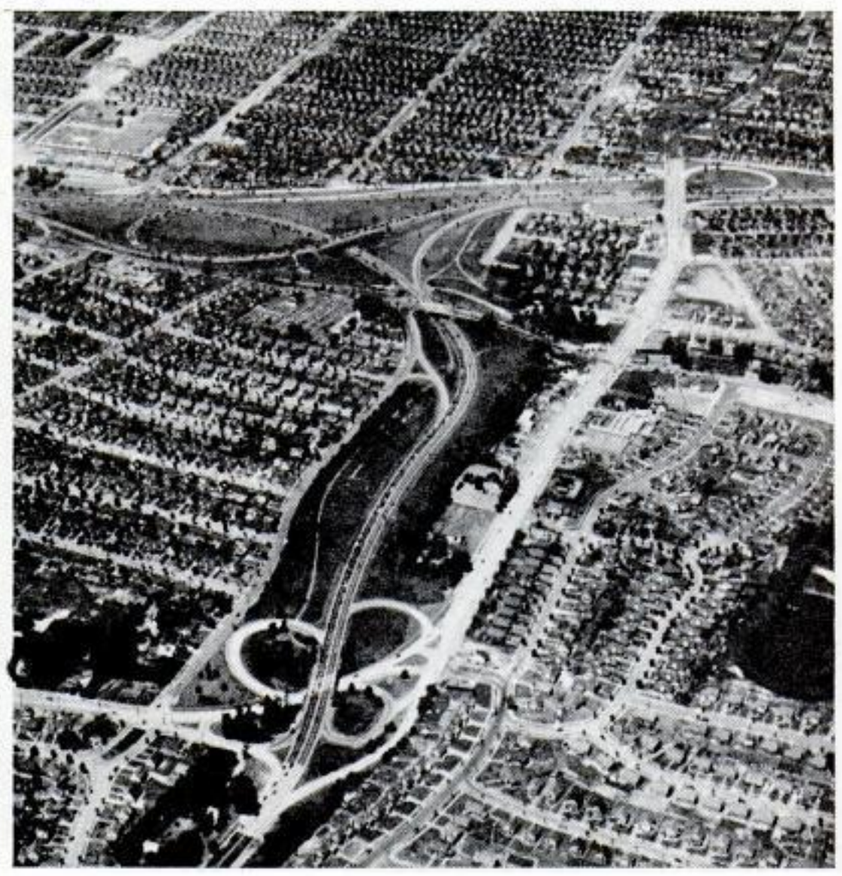


BEFORE... **This was the area** two miles southwest of Covina, California in 1940 . . . 10.5 sq. miles of orange groves, 425 families, no business section. The two-lane highway leads from Los Angeles, 21 miles to the west. Undeveloped land out here, away from railroad, sold for about $1,500 an acre.

America's fastest



Elmont, Long Island looked like this 25 years ago . . . a quiet rural suburb of New York City. Some 120 families lived on the farms and worked in the area shown in this aerial photo.



Then came the thruways! Elmont swelled to a population of 24,000! Truck transport alone was geared to move the vast amounts of goods needed to build and maintain this pleasant suburb.



Typical of the trucks that move the goods of America is this Ford tractor-trailer, one of many operated in wholesale delivery.

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AFTER... **Same spot, 19 years later!** The highway is now six lanes wide and the few orange trees left serve as decorative landscaping for a completely new city—West Covina, California. Here's everything for pleasant living for 12,100 families... and it couldn't have happened without truck transport!

growing crop...

The country is dotted with new communities that didn't exist before 1940—and couldn't exist now without truck transport to serve them!



Last year the scene showed a wheat field, an orange grove or a sleepy crossroads store. Today, on the same spot, there's a bustling community—an entirely new name on the map, thanks to truck transport.

Not too long ago, a settlement had a limited future unless it was on a railroad or waterway. Now, new communities by the thousands spring up wherever wheels can roll, and blossom into thriving cities practically overnight. *And most of these mushrooming new centers, thousands of them, are served only by highways and trucks*, the most flexible form of transportation yet devised for the mass movement of goods.

Dependence on trucks is not peculiar to new communities alone. Almost everything you buy or use is carried by truck, *wherever you live*, in a distribution service no other form of transport can match.

FORD DIVISION OF FORD MOTOR COMPANY

A MEMBER OF THE AMERICAN TRUCKING INDUSTRY

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IRON DOORSTOP
ABOUT 1870. $12



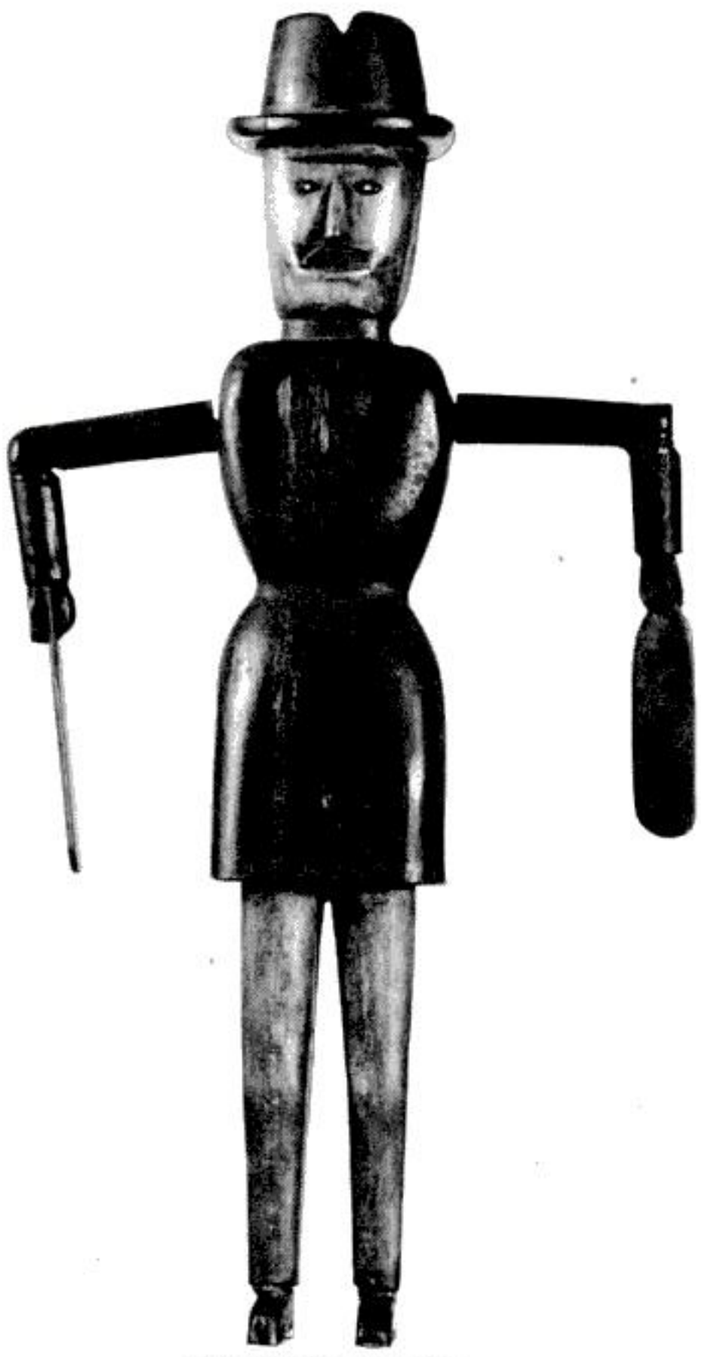
STOVE ORNAMENT
ABOUT 1840. $45



SNIPE DECOY
ABOUT 1860. $35

U.S. CRAZE FOR THINGS PAST

Worldwide sampling of antiques serves as a basic buyer's guide



WOOD WHIRLIGIG
ABOUT 1840. $150



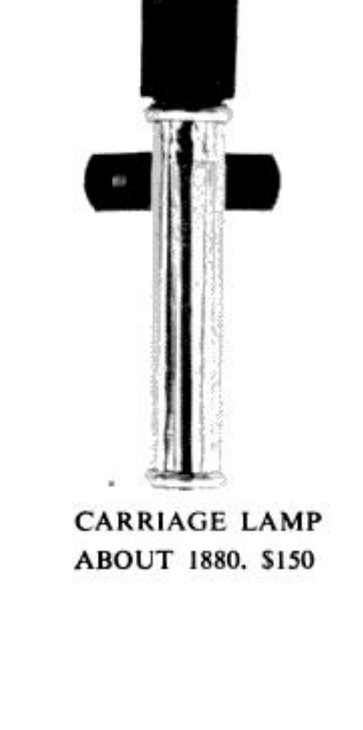
IRON SCISSORS
19TH CENTURY. $45

In West Barnstable, Mass. a tiny colored glass compote fetched $250 at an auction sale a few months ago. When made in 1890 it sold for $1.25. In Marshalltown, Iowa, Dr. R. F. French began collecting hitching posts 20 years ago, usually paying from $5 to $25 a post. His collection, the largest in the U.S., numbers 400 posts which are now worth $100 to $250 apiece. In Versailles, Ky., Garrett's Attic, a small antique shop, has done such booming business that the owner has posted a notice, "Gone to England, Scotland and Holland. Back in August"—to reopen with the European loot. In Georgia thieves have been making off with the old iron furniture from rural cemeteries to sell to dealers. In Santa Monica, Calif., Mrs. May Straub, who runs the Den of Iniquity antique shop, says, "I'm clean out of rocking chairs and looking all over for them. Everybody wants a rocking chair and a marble-topped washstand."

The antique business in the U.S. is rollicking. At a conservative estimate $250 million a year is being spent for yesterday's belongings. Thirty years ago there was only one yearly antique show in the U.S.; today there are over 1,500. Thirty years ago there were half a dozen books on antiques; today there are over 500 that sell well. Currently there are 10,000 to 15,000 antique dealers, double the number 15 years ago.

This still-growing craze for furniture and accessories made in the past is based on several things. People today travel more than ever before, see more antique furniture in Europe, learn more about craftsmanship and style. There is a growing desire for furnishings that will give individuality to houses that are too often just like the neighbor's. With antiques a householder can express his personal taste. And, since age enhances the beauty and the value of antiques, they are a good investment.

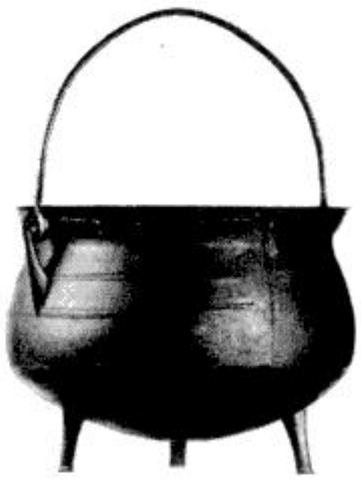
Some of the antiques that are most in demand are shown here and on the following pages in a worldwide sampling of styles that can serve as a basic guide to buyers. Similar pieces can be found at higher prices or—with luck—for much less. It is wise to shop around for antiques. If a dealer has gotten a good buy himself, his selling price will be lower. Besides, it is fair and sensible to haggle and bargain when buying antiques. There are no fixed prices. Curiously the best buys in antiques today are technically not antiques at all. The U.S. Customs says that to enter the U.S. duty-free as an antique a piece must have been made before 1830, roughly the date that divides handmade goods from machine-made. But most people consider anything made in the 19th Century an antique and have found that the later the date the better the buy.



CARRIAGE LAMP
ABOUT 1880. $150



KEY TRADE SIGN
ABOUT 1830. $60



TRIPOD POT
19TH CENTURY. $25

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NAIVE AMERICANA, represented here by 19th Century carved figures, used to be cherished only by museums. Now, however, people with a sense of humor and big enough rooms are ransacking shops to find this folk art. Over wooden objects, above, is a brass eagle, about 1840, $200. From left, are: Race Track Tout, once used outside a shop, $2,400; Admiral Dewey, a ship's figurehead, $2,400; Captain Jinks, a shop figure, $3,600; Dutch Girl, a ship's figurehead, $2,000; Sultan, cigar store figure, $525; foreground, weather-vane Indian in canoe, $210; behind it, Cape Cod bootjack, $25. Right: barber pole, $65.

CONTINUED

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Simple Furnishings of U.S. Countryside

Country furnishings such as those shown here were made throughout most of America during the 18th and 19th centuries. Many like the bedcover at right were homemade. The earlier pieces, like the dry sink and blanket chest, are scarce and expensive. But 19th Century furnishings done in the same styles are not in short supply —though scarcer by half than they were even five years ago—and so are relatively low priced. This furniture is simple and small in scale because farmhouses had low ceilings, small rooms. Clean in line and unadorned, it goes well with modern furniture and architecture. It is sturdy enough to withstand small children. Also it is possible to find country furniture still wrapped in five or 10 coats of paint and varnish, needing to be stripped, glued, redoweled, and therefore bargain priced for the do-it-yourselfer.



CONNECTICUT PINE CORNER CUPBOARD
ABOUT 1800. $275



TOLE TAVERN LIGHT
1850. $75



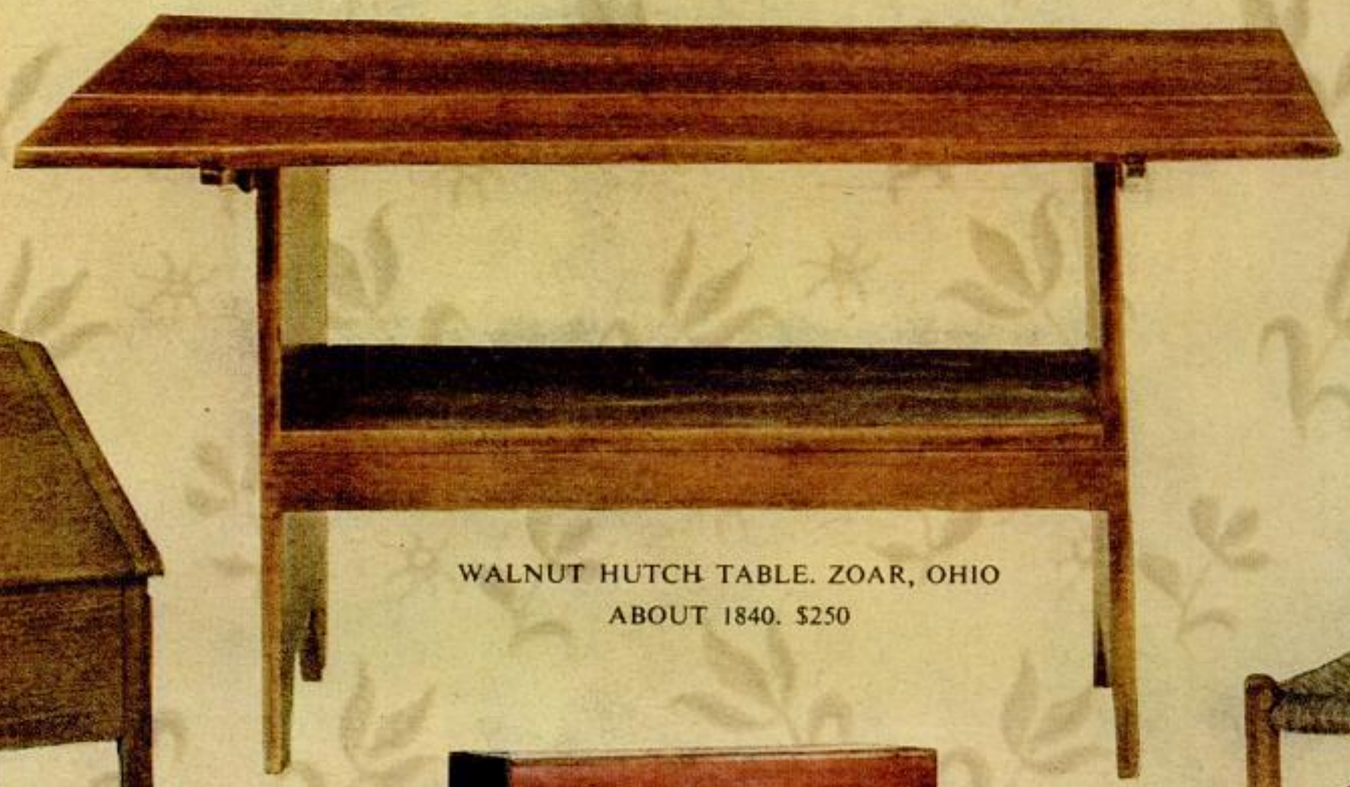


BRASS STUDENT LAMP
1880. $250

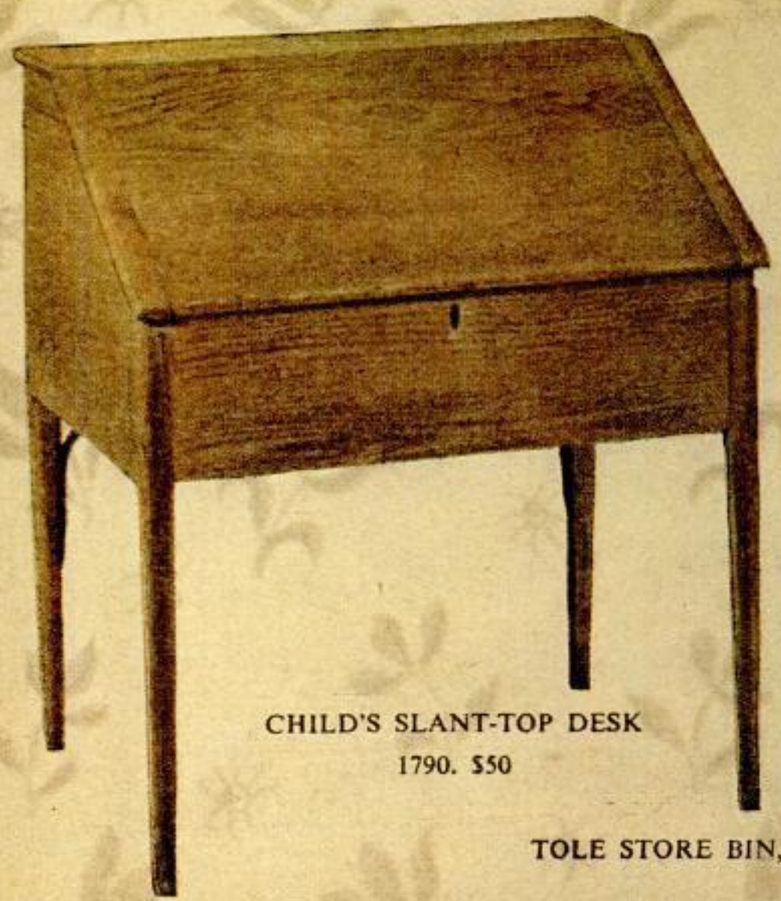
PAINTED BOSTON ROCKER
1860. $85



NEW YORK APOTHECARY CHEST, 1860. $75



WALNUT HUTCH TABLE. ZOAR, OHIO
ABOUT 1840. $250



CHILD'S SLANT-TOP DESK
1790. $50



TOLE STORE BIN, ABOUT 1880. $65

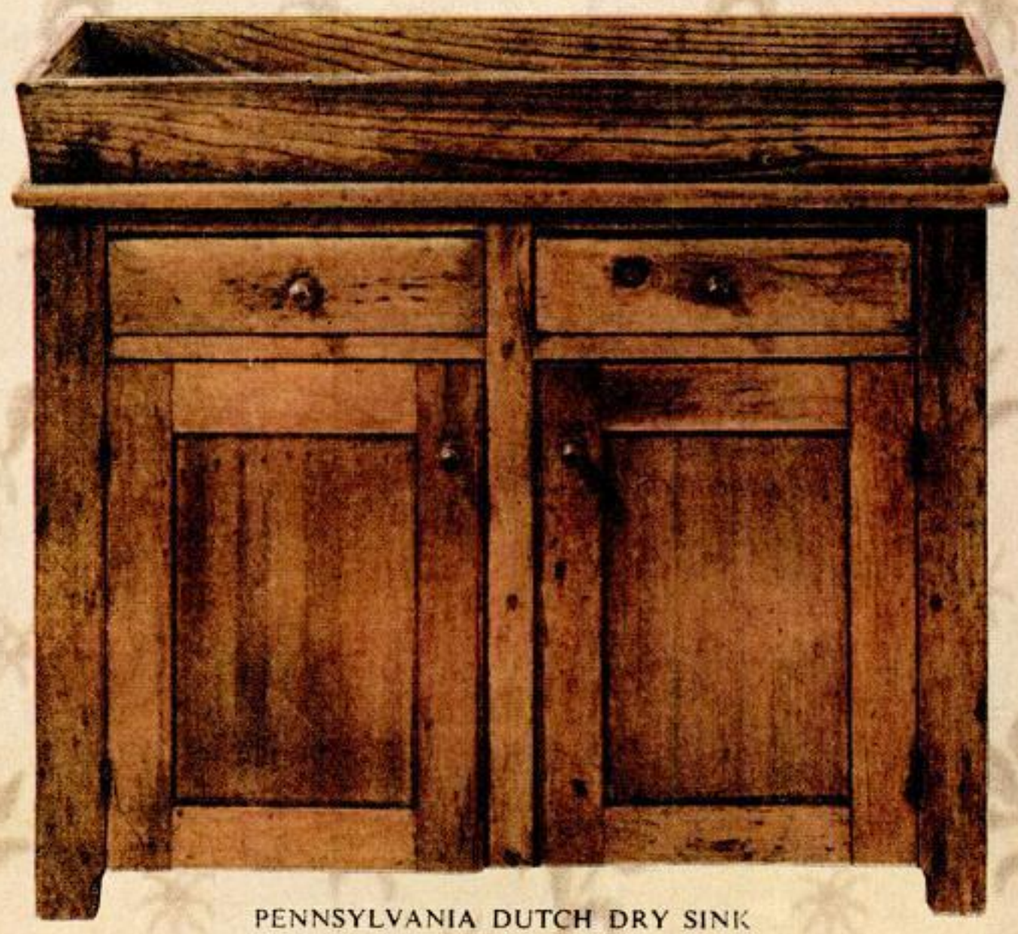


SLAT-BACK SHAKER CHAIR
ABOUT 1830. $25

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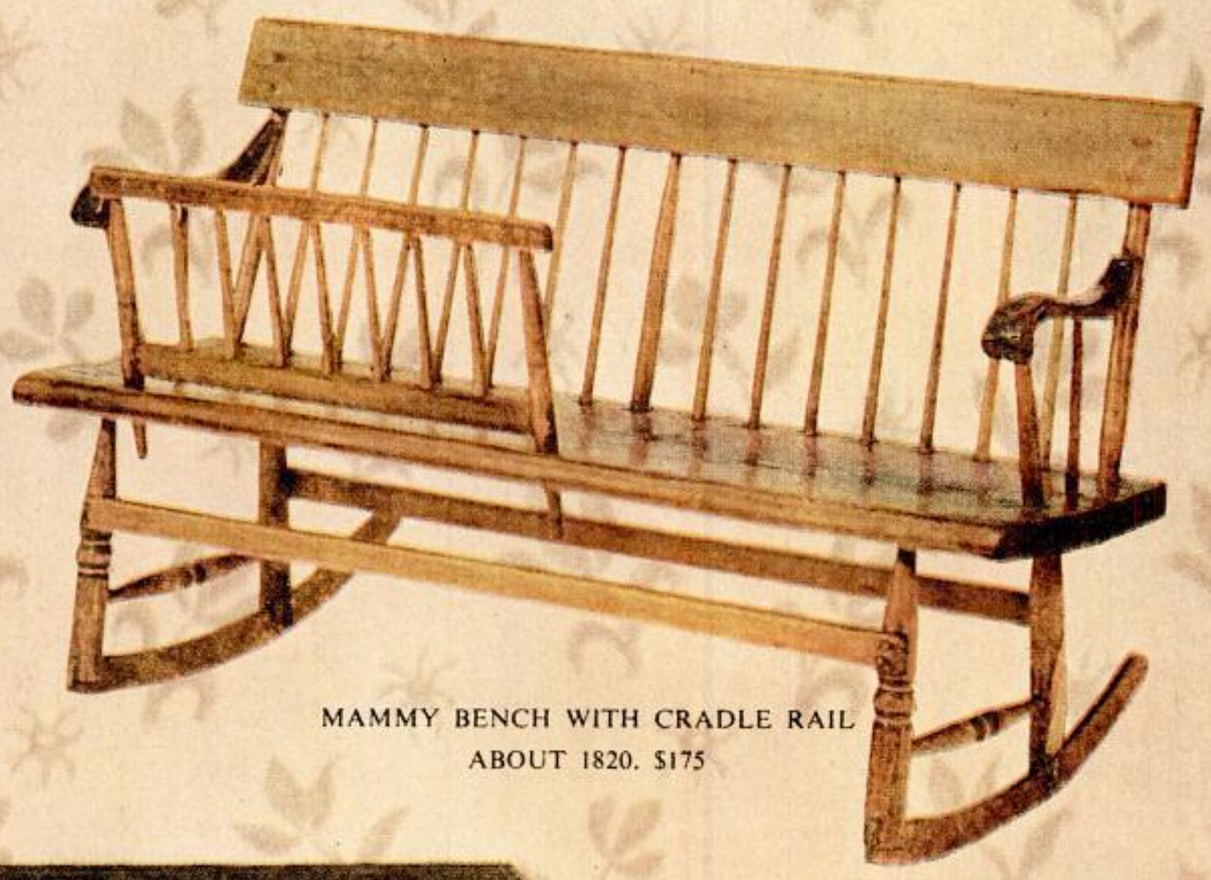
PINE MANTEL CLOCK
1863. $85



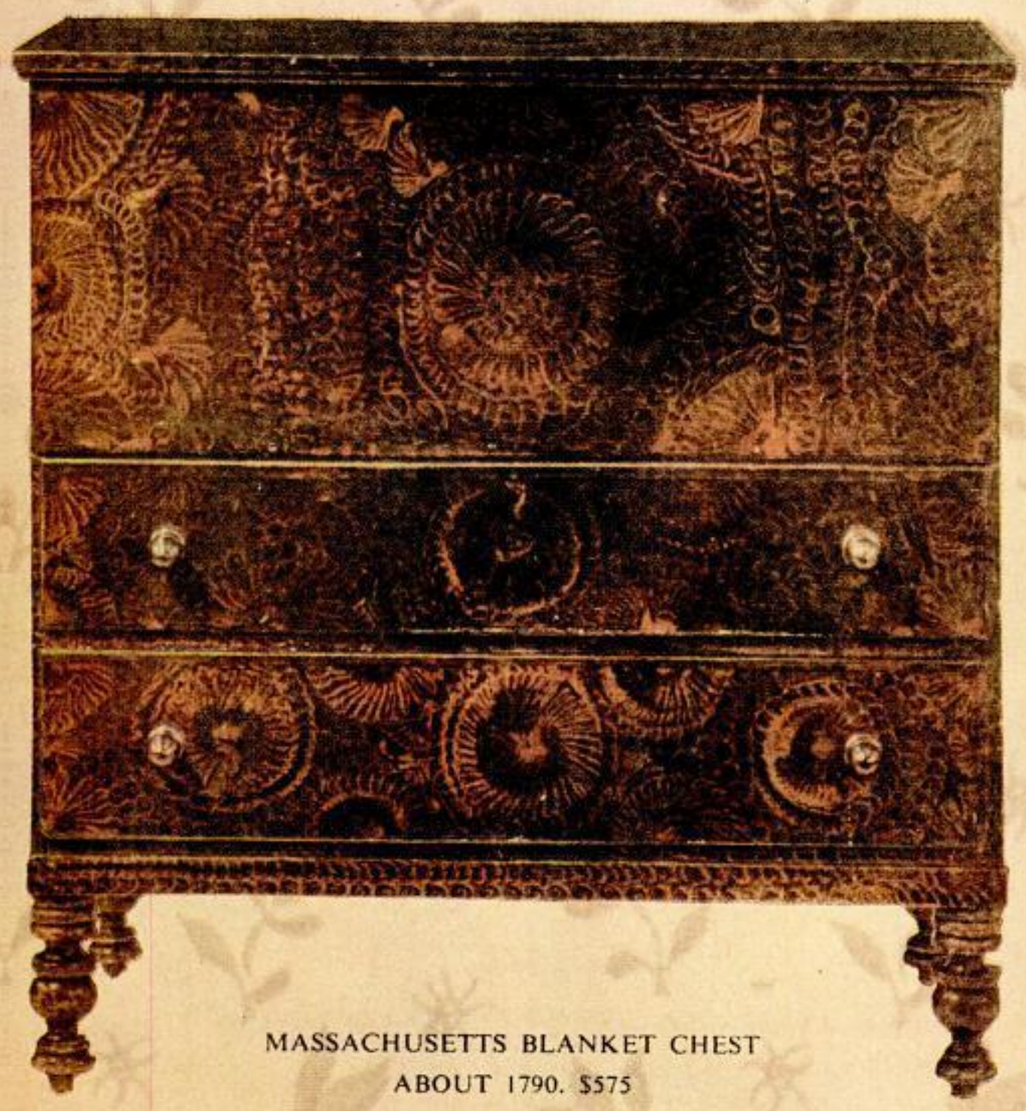
PENNSYLVANIA DUTCH DRY SINK
ABOUT 1790. $295



CHILD'S "POTTY" CHAIR
ABOUT 1830. $55



MAMMY BENCH WITH CRADLE RAIL
ABOUT 1820. $175



MASSACHUSETTS BLANKET CHEST
ABOUT 1790. $575



CAST IRON FRANKLIN STOVE
1851. $125



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LOUIS XV SCREEN
1770. $975



PROVINCIAL DRESSING TABLE
ABOUT 1780. $435



PROVINCIAL BAROMETER
DATED 1776. $875



EMPIRE PEDESTAL TABLE
1810. $400



PROVINCIAL CHAIR
18TH CENTURY. $235

Expensive Elegance from France

The most highly fashionable and expensive antiques in the U.S. today are French furnishings made in the 18th Century under the reigns of Louis XV and Louis XVI. A small Louis XV table sold at auction last year for $100,000—the most ever paid for a single piece of furniture at auction. A well-known financial analyst estimates that the best investment in 1958—better than real estate or stocks—was fine French furniture which went up 200% in value. A sampling of French styles is shown here: Louis XV furniture is gracefully curved and ornamented; Louis XVI furniture is simpler, with straight, classic lines. Less valuable styles are Provincial, made in the French provinces and mostly a rustic adaptation of Louis XV styles; Directoire, a simplification of Louis XVI styles; and Empire, furniture made in Napoleon's time which is solid and formal.



EMPIRE CONSOLE TABLE, 1810. $950

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LOUIS XV PROVINCIAL TABLE
ABOUT 1740. $780

LOUIS XV GILT MIRROR
ABOUT 1740. $685

DIRECTOIRE TABLE
1795. $350

DIRECTOIRE FRUITWOOD BENCH
ABOUT 1795. $600

DIRECTOIRE TOLE POT
1795. $380

LOUIS XVI WRITING TABLE
ABOUT 1780. $7,500

LOUIS XVI CHAIR
ABOUT 1780. $1,850

LOUIS XV BERGERE CHAIR
1750. $3,950

LOUIS XV COMMODE, ABOUT 1760. $5,500

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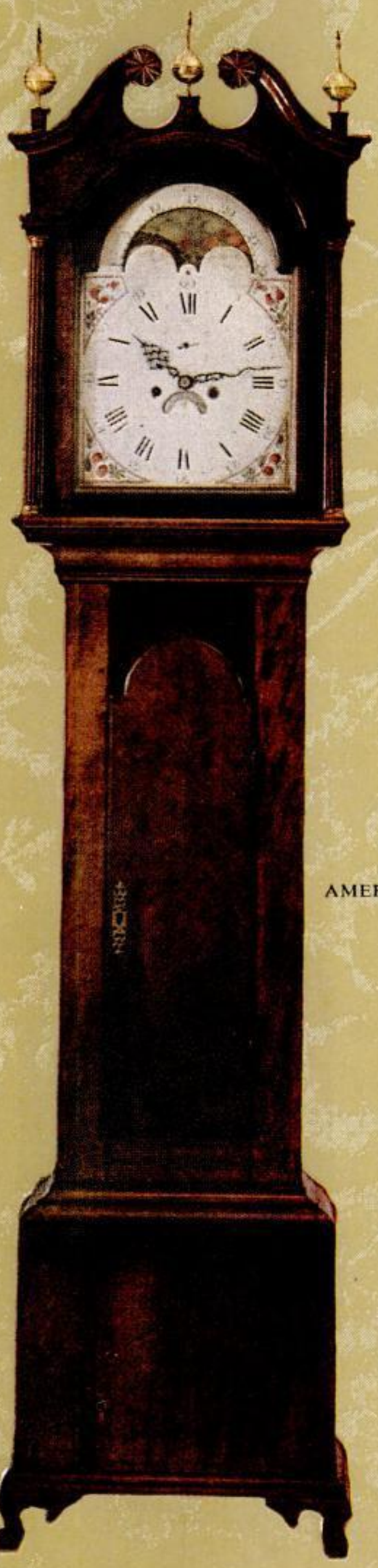
SHERATON GLOBE
ABOUT 1800. $650



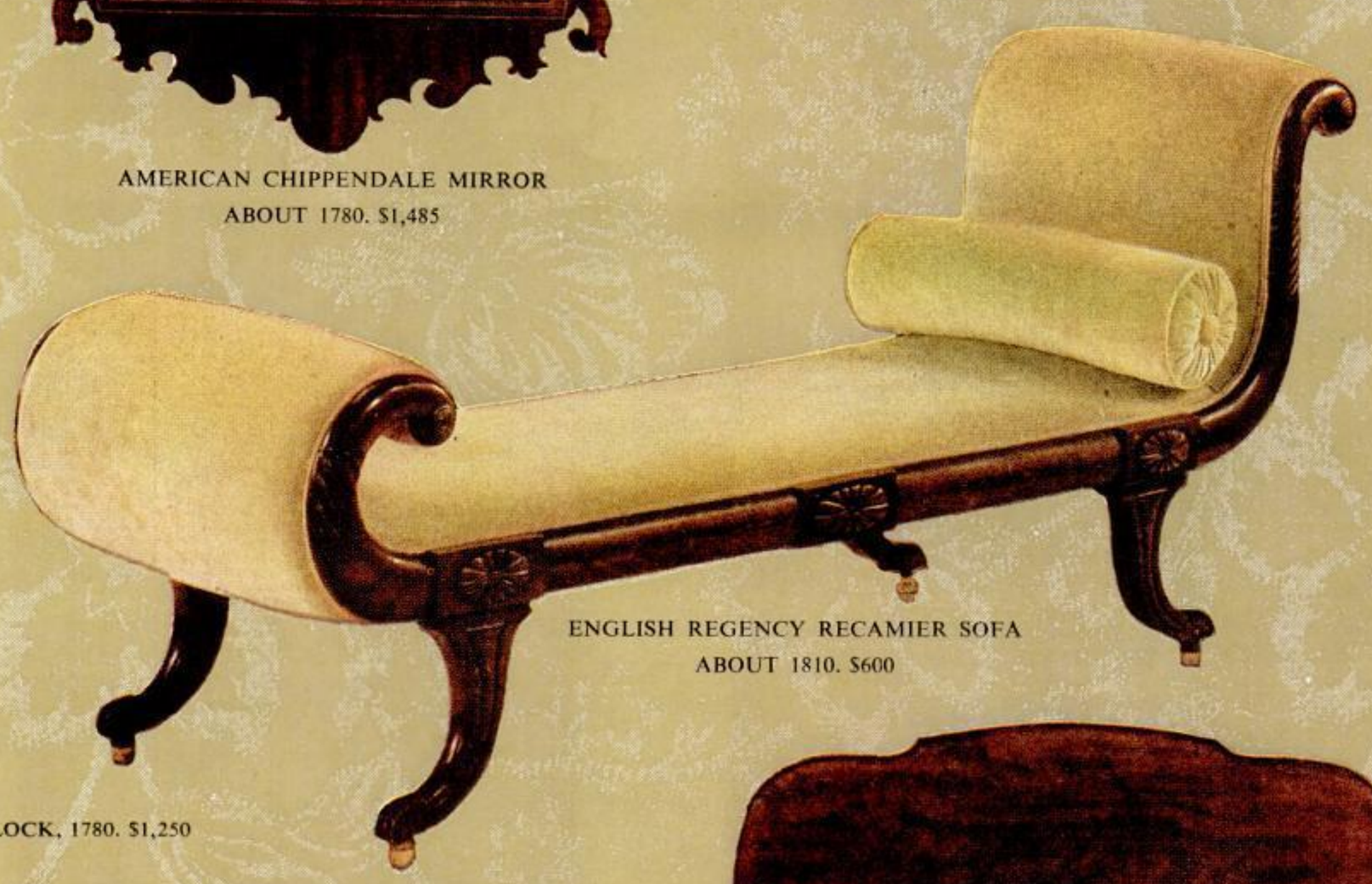
AMERICAN CHIPPENDALE MIRROR
ABOUT 1780. $1,485



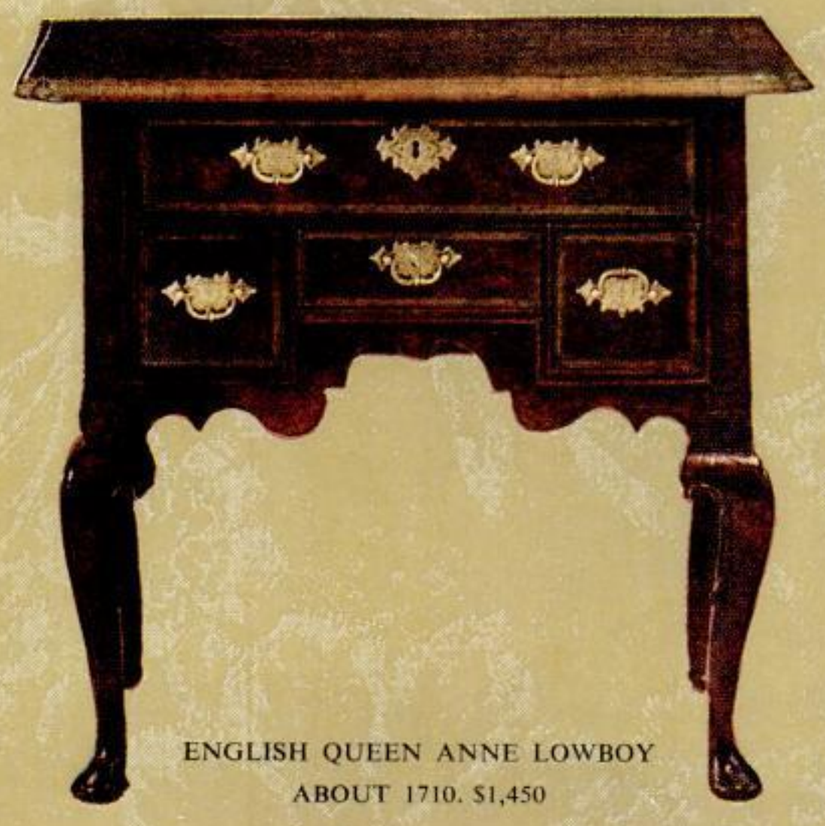
GEORGE I WALNUT WING CHAIR
ABOUT 1720. $1,475



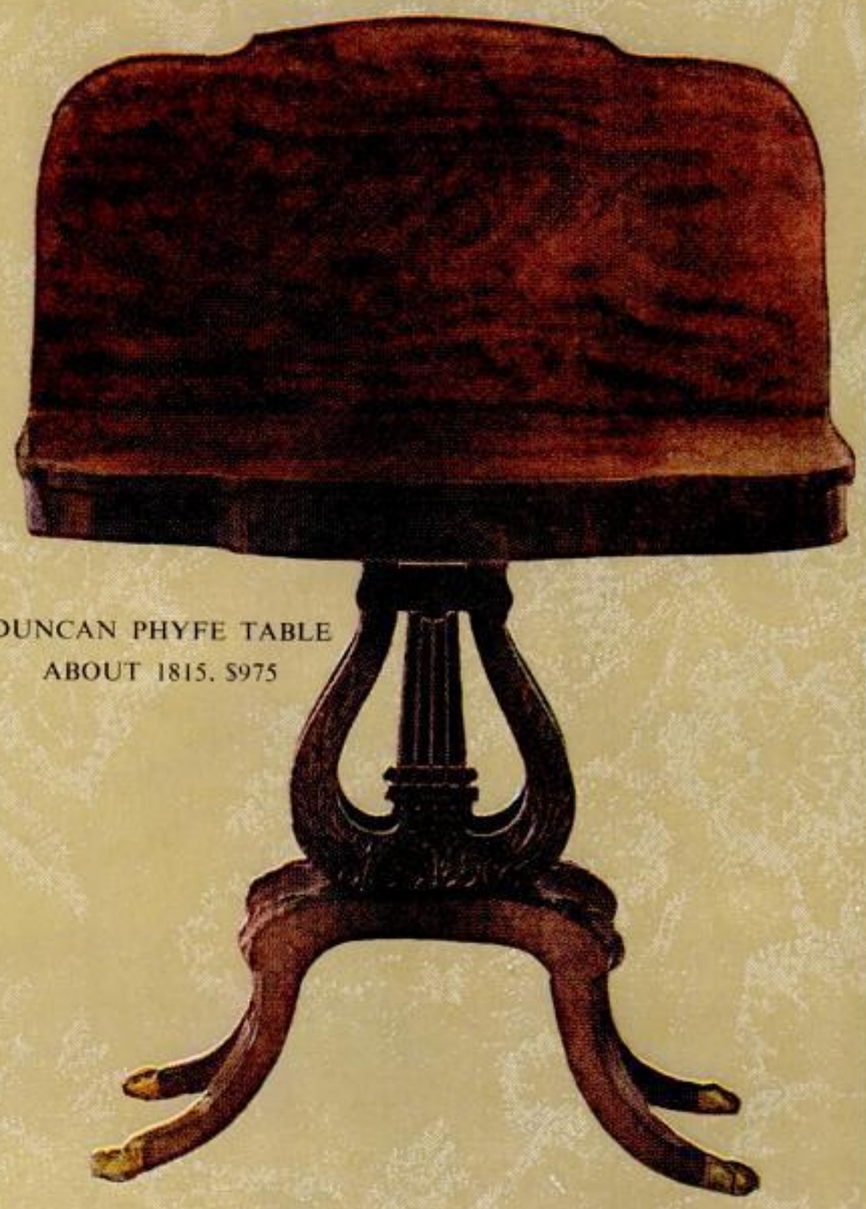
AMERICAN CLOCK, 1780. $1,250



ENGLISH REGENCY RECAMIER SOFA
ABOUT 1810. $600



ENGLISH QUEEN ANNE LOWBOY
ABOUT 1710. $1,450



DUNCAN PHYFE TABLE
ABOUT 1815. $975

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AMERICAN QUEEN ANNE CHERRY HIGHBOY
ABOUT 1770. $3,250

Formal Dignity in English Tradition

Through all the changing fads in antiques the U.S. has never lost its liking for formal furniture made in England and America during the 18th and early 19th centuries. English furniture was imported to America by the first settlers and was adapted by American artisans. Furniture assembled here includes most of the styles and some of the great names of the period—English cabinetmakers Sheraton and Chippendale, the American Duncan Phyfe. While the English products tend to be fancier, the American interpretations show fine craftsmanship. Since fewer pieces were made in the colonies, they sell at higher prices than equivalent English antiques.



SHERATON MAHOGANY SOFA TABLE
ABOUT 1780. $1,450

CHIPPENDALE MAHOGANY CHAIR
ABOUT 1760. $650

ENGLISH REGENCY STAND
1810. $1,250 PAIR

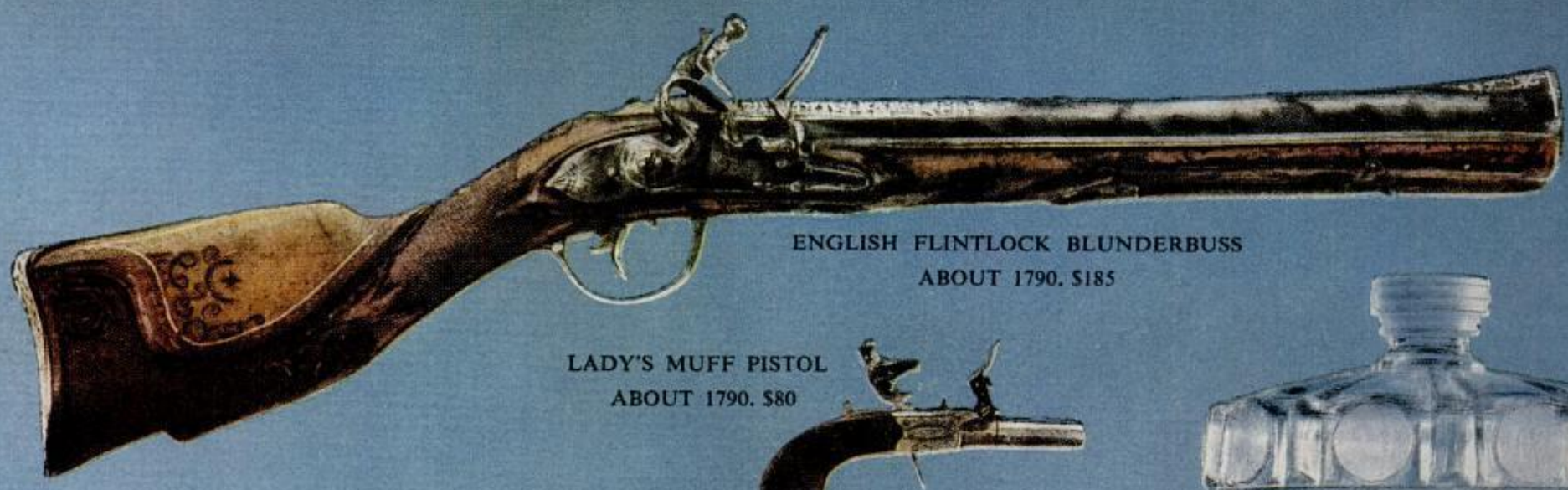
CHIPPENDALE TRIPOD TABLE
ABOUT 1765. $675

AMERICAN BLOCKFRONT CHEST, 1760. $6,700

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CLICHY PAPERWEIGHT
1848. $350



ENGLISH FLINTLOCK BLUNDERBUSS
ABOUT 1790. $185

LADY'S MUFF PISTOL
ABOUT 1790. $80



PRESSED GLASS COMPOTE
1892. $125



SANDWICH GLASS DECANTER
ABOUT 1830. $35



HEARTY GOOD FELLOW TOBY JUG
ABOUT 1820. $110



CHINESE LOWESTOFT TUREEN
ABOUT 1775. $165

Favorite Oddments for Collectors

"No matter what it is, someone collects it," said one famous authority on antiques. The magpie instincts of American collectors embrace almost anything—guns, bottles, samurai swords, buttons, lantern slides, cigaret cards, toys, inkwells, old games. This often produces rather dismal aggregations of junk, but each of the popular collectors' treasures shown here has its own virtues—grace, charm, nostalgic whimsy. Collectors' methods vary as much as their tastes: some buy things for their decorative effect in furnishing rooms; others are more concerned with the historical or rarity value of a piece than with its usefulness or beauty. Some want large collections; others prefer a few choice hoardings. Eighty percent of the things sold in antique shops or shows today are small items swooped upon happily by the addict of such specialties as wooden dolls, Pennsylvania Dutch chalkware, mechanical banks.



GEORGE III TEA CADDY
1784. $600

STAFFORDSHIRE MANOR
ABOUT 1850. $50



VASELINE GLASS CANDLESTICK
ABOUT 1840. $35



SUNDERLAND PINK LUSTER JUG
1805. $85



AMERICAN WOOD AND PEWTER DOLL
1878. $85



STAFFORDSHIRE HEN ON BASKET
ABOUT 1870. $85



LUSTER CREAM PITCHER
ABOUT 1815. $85

LIVERYMAN'S SHAVING MUG
ABOUT 1890. $45



IRON TOY FIRE ENGINE
19TH CENTURY. $90



PENNSYLVANIA DUTCH CHALK WARE DOG
ABOUT 1850. $45



GLASS FLASKS, 19TH CENTURY
$35 EACH



AMERICAN PEWTER TANKARD
19TH CENTURY. $275



PENNSYLVANIA CHALKWARE LAMBS
ABOUT 1850. $45



TOY WICKER STROLLER
ABOUT 1880. $30



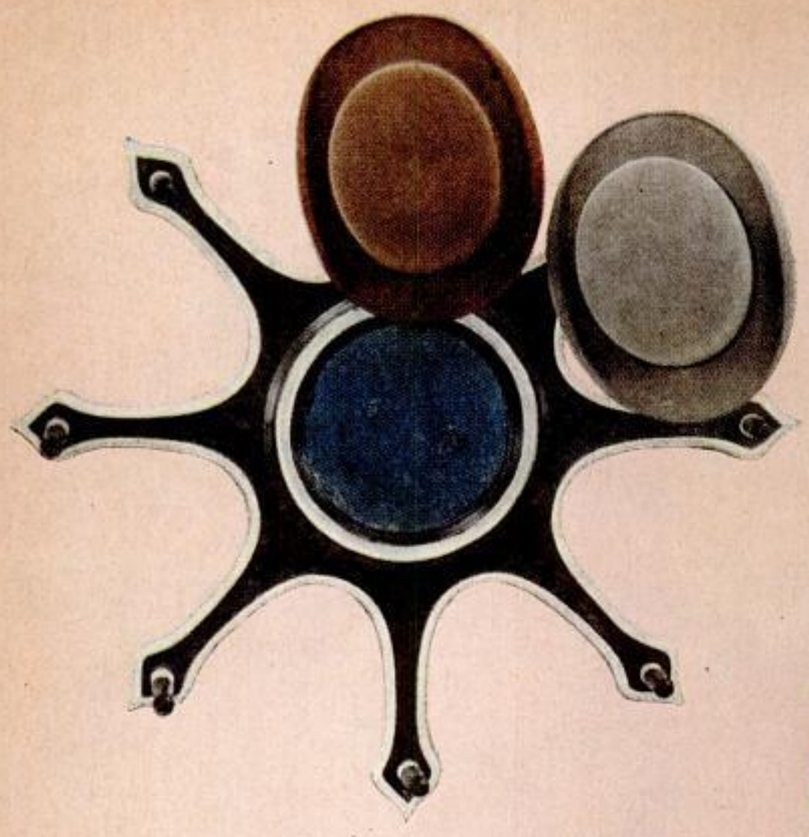
AMERICAN SILVER MUG
ABOUT 1860. $25



"TEDDY AND THE BEAR" BANK
19TH CENTURY. $75



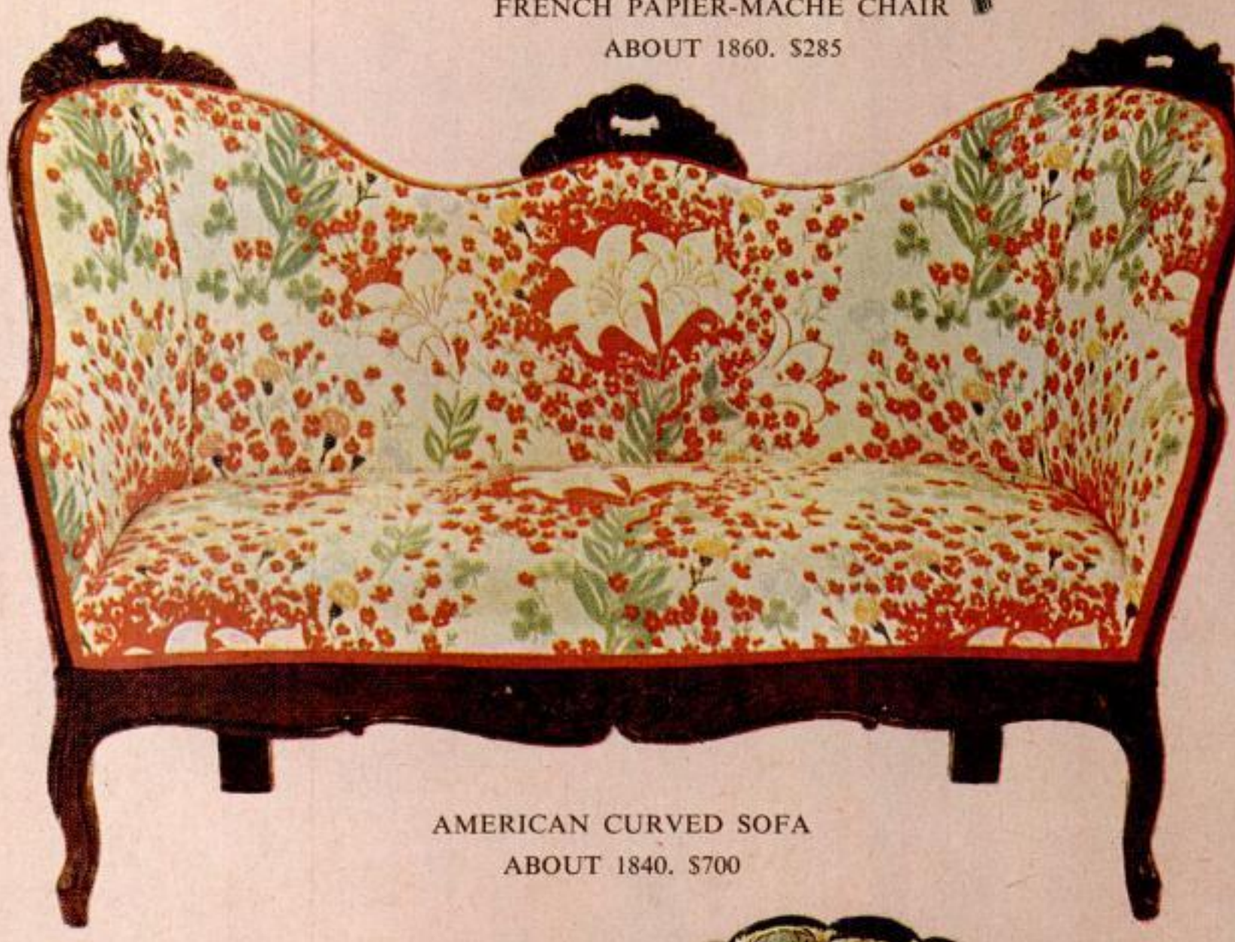
PENNSYLVANIA BRIDE'S BOX
18TH CENTURY. $125



AMERICAN MIRROR HATRACK
19TH CENTURY. $90



FRENCH PAPIER-MÂCHÉ CHAIR
ABOUT 1860. $285



AMERICAN CURVED SOFA
ABOUT 1840. $700





ENGLISH PAPIER-MÂCHÉ TABLE
ABOUT 1850. $300

BELTER ROSEWOOD ARMCHAIR
ABOUT 1850. $410



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Curves and Curlicues of Victoria's Age

During World War II, when furniture imports from Europe were cut off and U.S. production of new furniture was limited, Victorian furniture, which had fallen out of favor, suddenly became popular. Most Victorian furniture was made in England and America—a little in France—during Victoria's long reign, 1837–1901. The furniture is characterized by its intricately carved wood, elaborately decorated papier-mâché, its rococo curves and trimmings. Victorian furniture is still plentiful and well distributed throughout the U.S. The best of it, such as the chair (*lower left*) made by John Belter of New York, is expensive. But most of it is moderately priced. Victorian bric-a-brac is also plentiful and fairly cheap.

← BRIC-A-BRAC of Victorian era is displayed on 1880 whatnot. Top row, left to right: striped glass bottle, $45; bronze clock, $55; porcelain hand, $48; second row down: trinket case, $38; opaline bottle, $46; bronze tennis players, $75 pair; third row: overlay vase, $140; brass frame, $20; glass basket, $32; bisque basket, $75; fourth row: porcelain pitcher, $75; porcelain shoe, $15; porcelain vase, $45; boat vase, $20; bottom row: glass jar, $110; miniature oil lamp, $30; porcelain pitcher, $25; glass hand vase, $22.50.



RUBY GLASS LIGHT
ABOUT 1840. $420



BLACKAMOOR STOOL
1870. $225



TUFTED CONVERSATION CHAIR
ABOUT 1875. $450



AMERICAN WALNUT WASHSTAND
ABOUT 1860. $75

MARBLE-TOP MAHOGANY TABLE
ABOUT 1865. $65



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JAPANESE WOOD FIGURE
ABOUT 1650. $2,200



GERMAN BIEDERMEIER TABLE
ABOUT 1835. $225



ITALIAN DIRECTOIRE CHAIR
ABOUT 1800. $145



ITALIAN BIEDERMEIER
1830. $350



VENETIAN MIRROR
ABOUT 1700. $75

The Surprise Value of Offbeat Pieces

Off the beaten track there are antiques from many periods and lands, which people value because they are unhackneyed, seldom reproduced and add a bright note of surprise to a room. These range from Italian furniture done in the French style, like the Directoire chair (*above, left*) to Oriental-looking campaign chests (*directly below*) made in England in the early 19th Century for British army officers who were going to the Orient. Most plentiful in this group is the Italian, the third largest group imported into the U.S. Hardest to find and most expensive are Chinese antiques, such as the audience chair (*below, center*).

A style to watch is Biedermeier (*table, top left*), which in the past 10 years has gained a large following. A German 19th Century adaptation of French Empire, the style was taken up by other countries too, as in the Italian chair above. Biedermeier is a comfortable middle-class style—the name was taken from a comic newspaper character, Papa Biedermeier, symbol of homely comfort and *gemütlichkeit*. It can be teamed with almost any furniture.

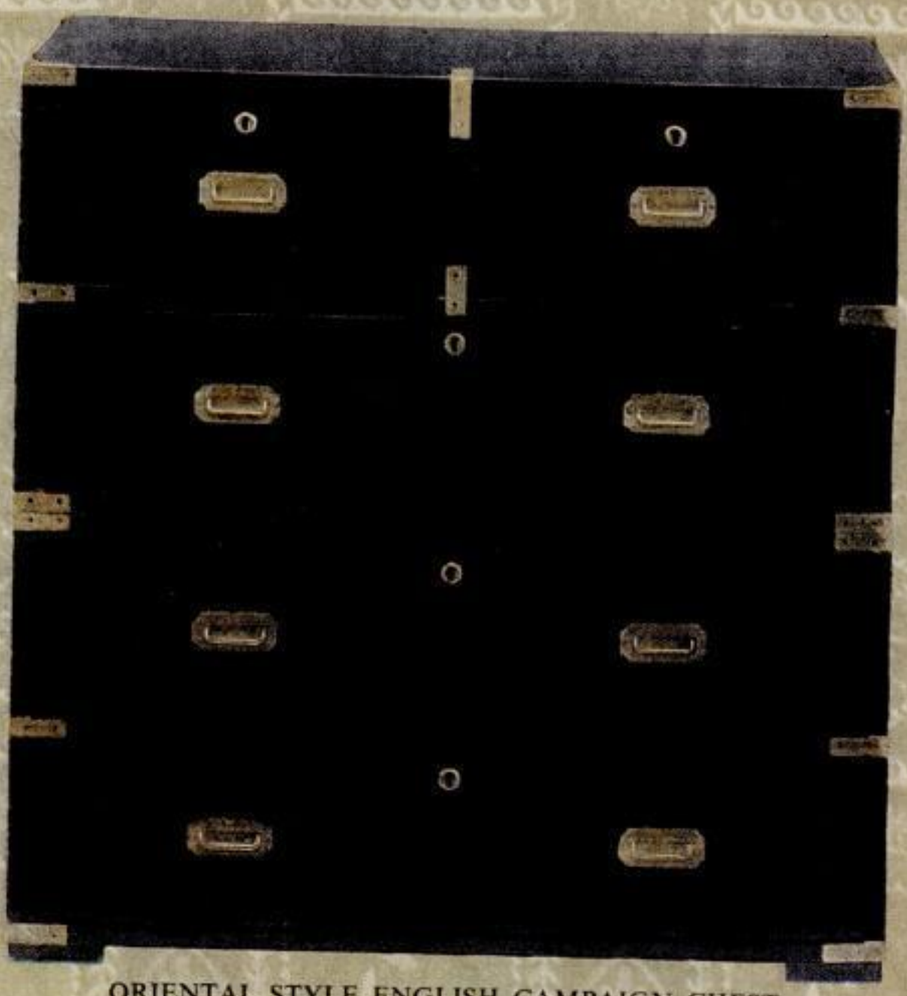
CHINESE LACQUERED TABLE. MING DYNASTY
17TH CENTURY. $1,800



VENETIAN PAINTED COMMODE
ABOUT 1810. $330

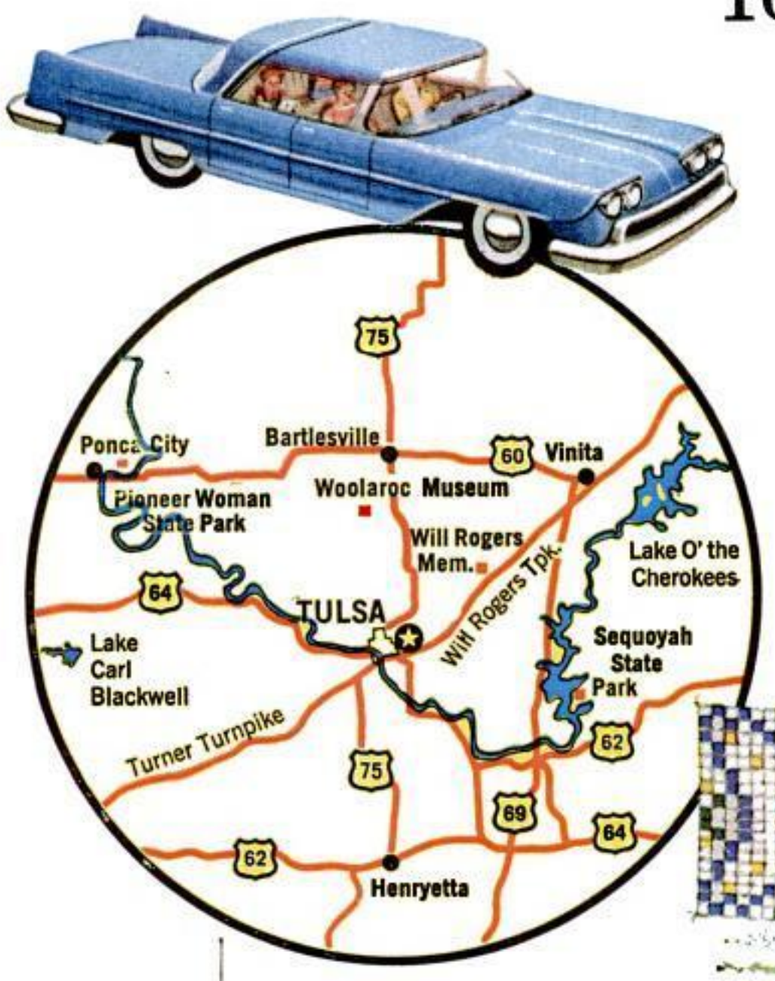


CHINESE AUDIENCE CHAIR
ABOUT 1680. $700



ORIENTAL STYLE ENGLISH CAMPAIGN CHEST
ABOUT 1830. $750

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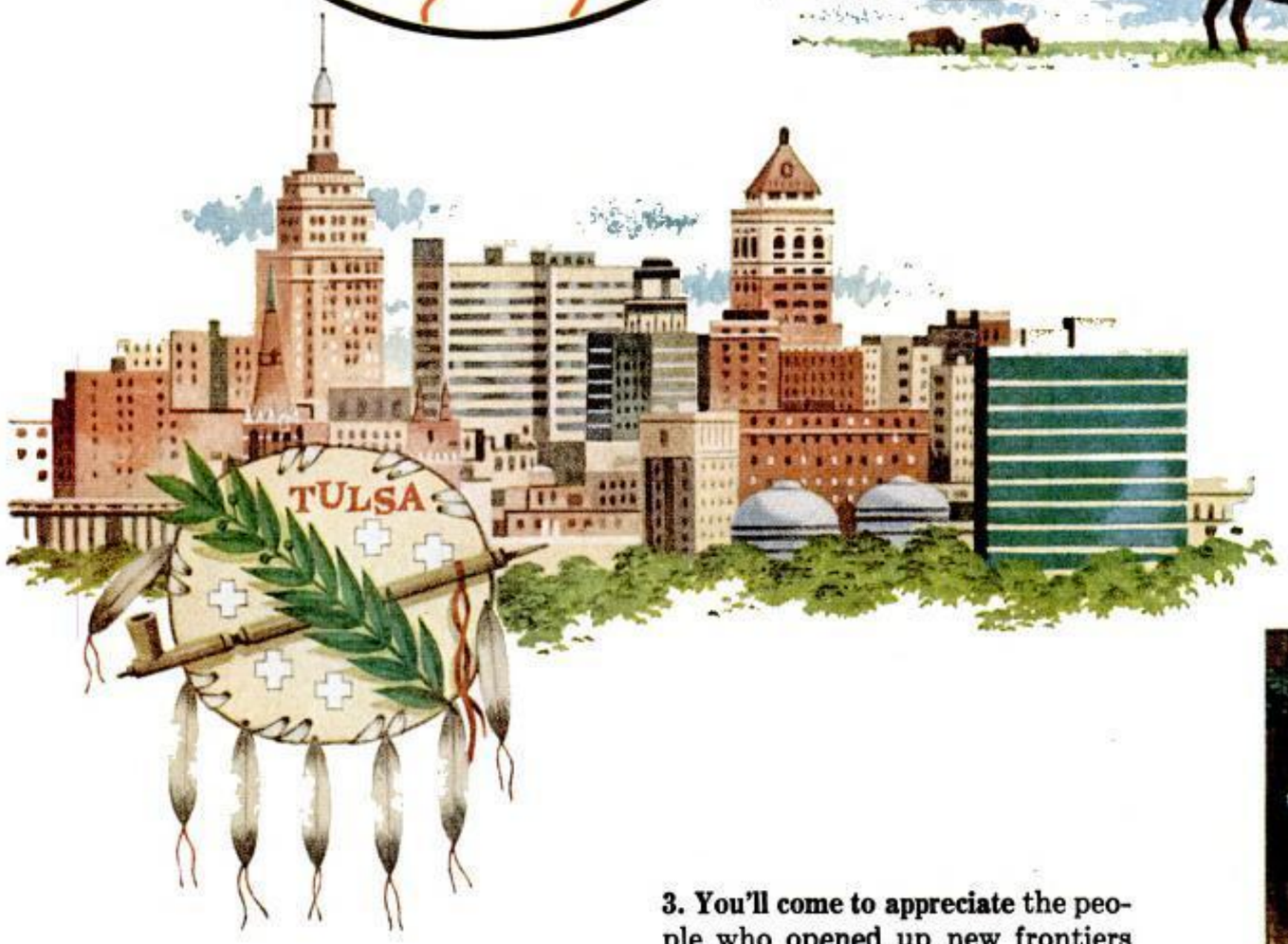


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5. Take a pencil and map out your Magic Circle. Your car is the best investment in fun you ever made. Don't miss its happy returns. Start driving—start really *living*—next chance you get.

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AGHAST AT THE PRICE of 19th Century bronze beehive, Gypsy Rose Lee can hardly believe it costs $150. But David Barrett, owner of one of Gypsy's favorite New York City shops, explains that doré beehives are rare and that the bee on the lid is jeweled. "Honey, it's too much money for me," said Gypsy.

TIPS BY AN IMPROBABLE PRO

by GYPSY ROSE LEE

Brought up as I was in theatrical hotels and dressing rooms, with the Pantages circuit for a backdrop, my heirlooms are few: a crocheted afghan Mother made between shows and a faded Santa Claus I swiped from a backstage Christmas tree in Bradford, Pa. when I was 10 years old. I treasure them, but they aren't exactly heirlooms. Heirlooms, to me, mean permanence, continuity and family roots. Maybe that's why I began collecting antiques. Having no roots of my own, I guess I tried to latch on to other peoples'.

I began collecting Victoriana when I was working for Minsky, not just because I liked it but because it was cheap and there was a lot of it. Suddenly Victoriana became fashionable and the beaded footstools, tufted Turkish chairs and papier-mâché tables I had bought in junk shops were being sold on Madison Avenue. My $10 chairs were worth $500, so I had an auction, sold my surplus Victoriana and used the profits to buy what I called French Provincial but was actually Queen Anne, Directoire, Italian and even Early American. To me, the rake of a leg meant nothing if the woods matched and the price was right. I was ahead of that market, too, so I saved out the best for myself again and had another auction. I used the money to buy English Regency, which wasn't always English and was seldom Regency. My house is filled with a combination of all three periods, making it sort of Early Halloween.

I've learned a lot from my mistakes, from dealers and from books. Although I don't pretend to know antiques, I sure know how to go antiquing: flat shoes, no girdle and two shopping bags. I never wind up empty handed. Empty pursed, maybe, because I always find something I can't live without. Most of my bargains—a few of my treasures—I've found among the broken unsalable things hidden away in the back rooms of antique shops, in cupboards or in boxes under counters. A Lowestoft teacup with a chip in the lip and broken handle will sell for a fraction of its value, and I'm handy with a glue pot.

For my fancy restoration jobs I use powdered plastic made for replacing broken fingernails. Adding liquid and dropping layer upon layer, I shape the filler as I go along. Then when it has dried, I file it smooth with an emery board and paint it with dope and gloss used for

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Plymouth Division of Chrysler Corporation

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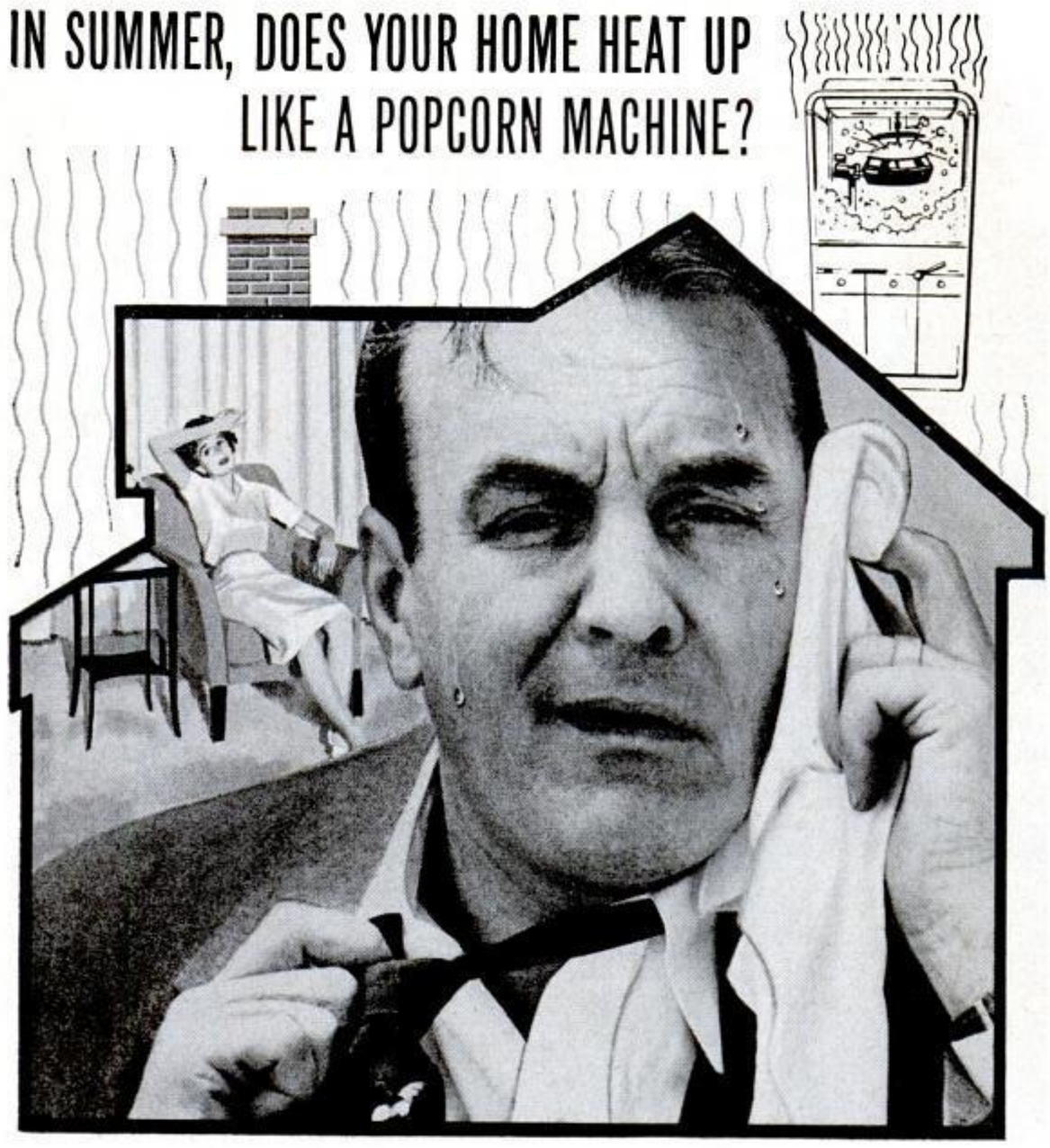
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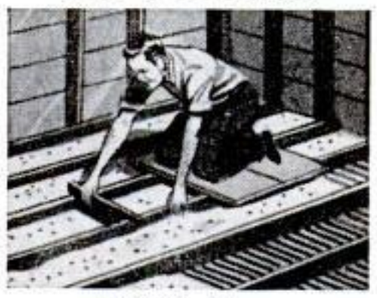
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WORKING AT QUILT, Gypsy sits in a Victorian chair she bought for $10 in 1941, wearing an old lace-trimmed nightgown found for $3 in thrift shop.

painting model airplanes. If a large piece is missing, I carve a replacement from balsa wood, secure it into position and cover it with the nail repair goop. For repairing busted corners on Barbizon and ornate picture frames, I use modeling clay with several layers of glue to make it solid. Wet newspaper soaked in thinned-out glue is messy to work with but perfect for repairing mâché pieces. I upholster all my own furniture. Stripping it (if you'll forgive the expression) down to the frame, I retie the springs, replace the webbing, add new stuffing and do all the things the man does on the TV commercial. It took me a full week to reupholster a 10-foot free-form sofa. It was a week of broken fingernails and bleeding knuckles, but I saved $300 and gave myself something to talk about on the Jack Paar show. I made all the draperies and curtains in my 26-room New York house. I rewired most of the lamps and made all the lamp shades. Now I'm making patchwork crazyquilts. I usually quilt in my bedroom which is sort of patchwork, too. To mention some of its charms, I have a bell filled with waxed flowers and stuffed birds, a hat stand holding a collection of old parasols, a Franklin stove—it really works, I never paint anything white and fill it with flowers—a clock that plays music and rings gongs every 15 minutes and also has a waterfall, a collection of pincushions and some tiny shoes. Cluttered but cosy.

Six months out of every year I'm on the road, shaking the beads for a living, so working around my house is a holiday for me and antiquing is my relaxation. I antique on the road, too. I accepted my first engagement in Atlanta for short money because I heard the antiquing there was good. It was, too. I've been lucky in Boston, Philadelphia and Los Angeles. But most of the dealers know me in those cities now, so I'm looking for new territory. It doesn't seem to matter if I'm known to the dealers in New York or not, but too often when I'm recognized out of town, the prices shoot up.

I bought a pair of bronze herons when I was playing New Orleans. Because of their size the birds had to be dismantled, wrapped in paper-covered excelsior, then crated and sent home by freight. It took seven weeks for delivery, cost $62, and when I was unpacking the

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Some days it does pay to get up.

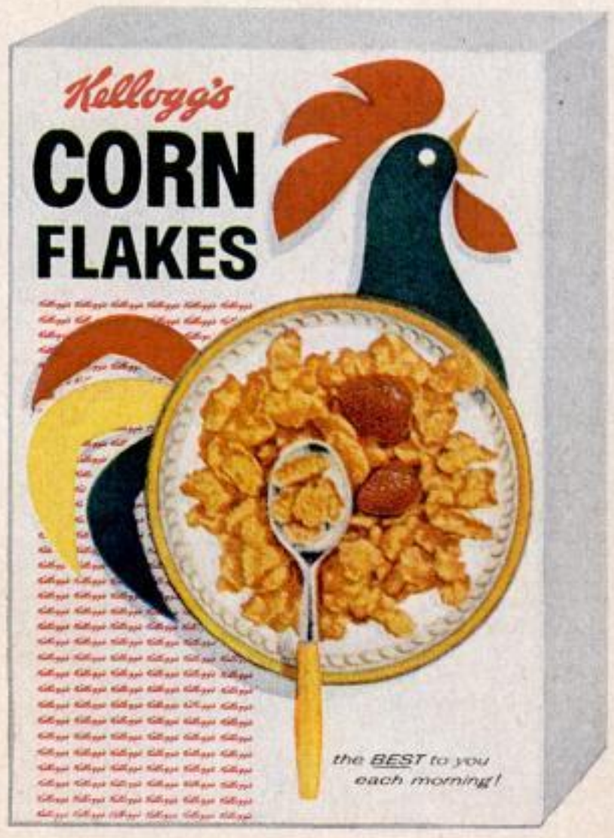
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BEAMING AT FIND, English tole pot made in 1790, Gypsy tells antique dealer, George Thomas, "It is me! I have to have it." She paid $150 for it.

ANTIQUES CONTINUED

birds I turned one of them upside down and saw the label on his bottom, "Made in Japan." I sold them two years later for a profit, but that's beside the point. A New York dealer who knew me would have told me they were fakes. I learned a lesson, though. Now I examine everything from all angles, especially the bottoms, before I buy.

I don't know why I feel as though I should pack an overnight bag and fill a Thermos with hot coffee every time I go to Brooklyn, but when I get there I find the antiquing good. One wonderful junk shop off Flatbush Avenue is owned by a woman who lives, not in a back room, but right smack in the middle of her store. She has a hot plate set up on a Biedermeier table with a price tag on both, heats a can of soup in an 18th Century pewter bowl marked $37.50 and sleeps, so help me, rolled up in an Aubusson rug. When I asked her the price of a Charles Dana Gibson plate, she talked it over with Ginger, her tomcat, whose sandbox is a Flora Danica fruit bowl. "The lady wants to buy our Doulton dish," she said to the cat. "What shall we charge her for it?" I finally bought the plate because I collect them, but that tomcat drives the hardest bargain of any dealer in the business.



BEARING TREASURES, Gypsy goes home after day's shopping. Loot includes pot, bagful of bric-a-brac. She wears flat shoes she recommends.



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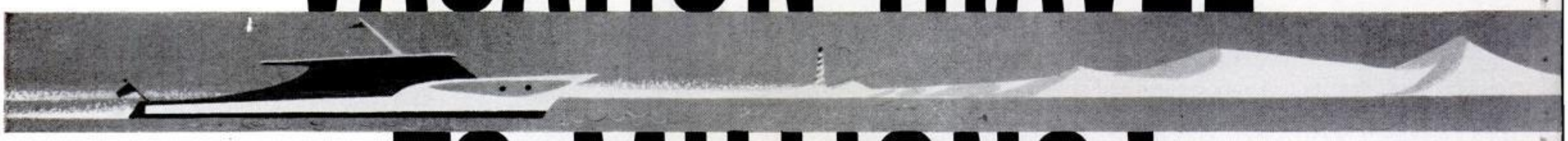


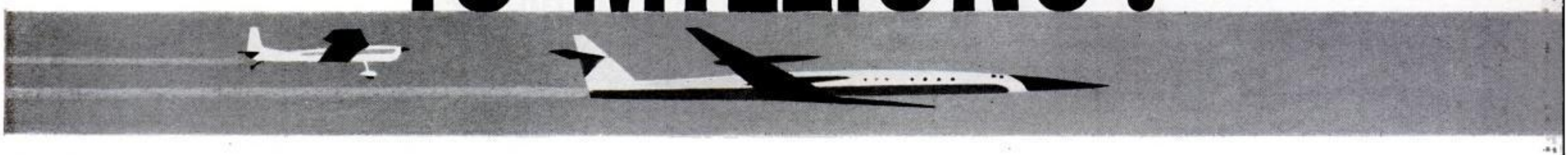
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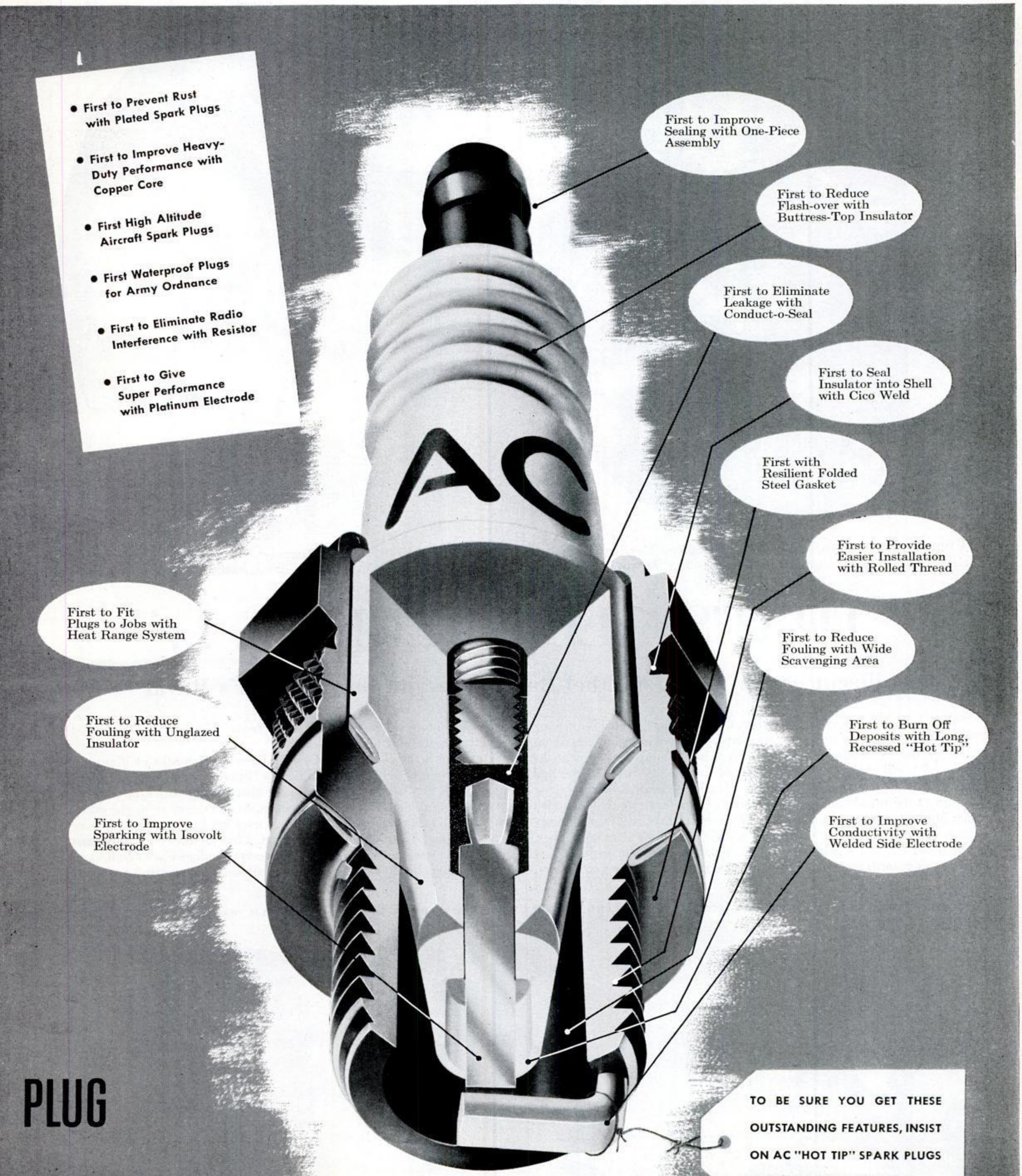
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A PRETTY DAUGHTER, Ethel and her two brothers, Lionel and John (*lower right*), cuddle close to mother, Actress Georgiana Drew Barrymore, about 1890.



A LOVELY MOTHER, Ethel Barrymore, who was married to businessman Russell Colt, watches over children, Ethel, John and Samuel (*right*) in 1919.

'THAT'S ALL THERE IS...'

A magnificent career ends for Ethel Barrymore, queen of theater's Royal Family

"Why clutter up the house with a lot of dead history?" Ethel Barrymore once said, explaining why she never kept scrapbooks or clippings about herself. But Ethel Barrymore, who died of heart failure last week at the age of 79, will abide in history as one of America's great actresses and the last truly distinguished member of a long theatrical dynasty. As queen of the Royal Family of Barrymores—a triumvirate that included her brothers John and Lionel—Ethel reigned on stage or screen for more than 50 years. Whether she played a society belle or a schoolteacher, she never lost her regal manner, her radiant eyes or her own odd way of running words together in deep musical rills. For all her queenliness, she was never stuffy. She seemed to gleam with wit. She devoured detective stories and adored baseball.

On the night she died in Beverly Hills after months of illness, she listened to a broadcast of the Dodgers-Milwaukee double header. At 10 she called her doctor. After he left she chatted for hours with her nurse-companion. Finally she seemed to sleep. At 8 in the morning she grasped the nurse's hands and held them high over her head, asking, "Is everybody happy? I know I'm happy." Then, a few minutes later, the famous words she once spoke to a cheering Broadway audience after endless curtain calls applied finally to her: "That's all there is, there isn't any more."

THE BARRYMORES—LIONEL, ETHEL, JOHN—DISPLAY FAMOUS FAMILY PROFILE IN ONLY APPEARANCE TOGETHER IN 1933 FILM "RASPUTIN AND THE EMPRESS"



CONTINUED

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Jergens Lotion in New "Kitchen-ettes"

Jergens Lotion stops detergent hands! Now Jergens in decorative new Kitchen-ettes stops detergent hands where they begin...right in the kitchen. The same creamy Jergens Lotion that penetrates...beautifies hands as nothing else can...in smart dispensers that beautify your kitchen, too. Supply limited, so hurry. (Kitchen-ettes can be refilled from the famous Jergens Lotion black and white bottle on sale everywhere.)

Four smart colors to choose from! Only $1.25



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So Up-to-Date, So Smart

Everywhere in America today's moderns are giving a new light look to all their surroundings. And their trim, youthful-looking figures are part of the same lovely pattern.

Keep up-to-date. Look smart. Stay young and fair and debonair. Be sociable. Have a Pepsi – the lighter Pepsi of today, reduced in calories.

PEPSI-COLA

PEPSI-COLA the Light refreshment



FIRST BIG HIT, *Captain Jinks of the Horse Marines,* made Broadway star of Ethel Barrymore at 22.



LAST BIG STAGE HIT, *The Corn Is Green,* in 1940 starred her as a plucky Welsh schoolteacher.

YOUNGEST OF CLAN bearing famous name is → John 3rd, now aged 5, grandson of John Barrymore.

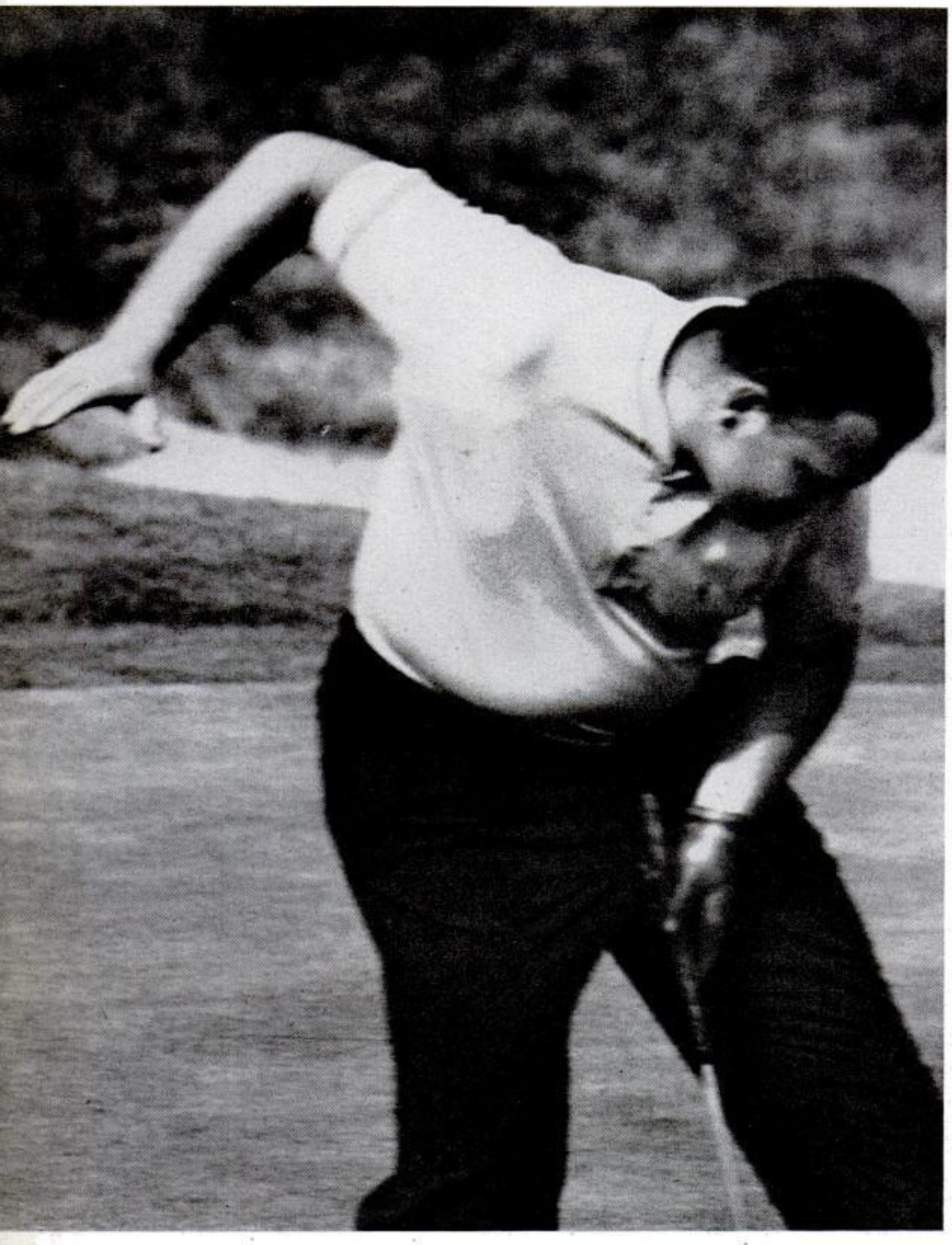


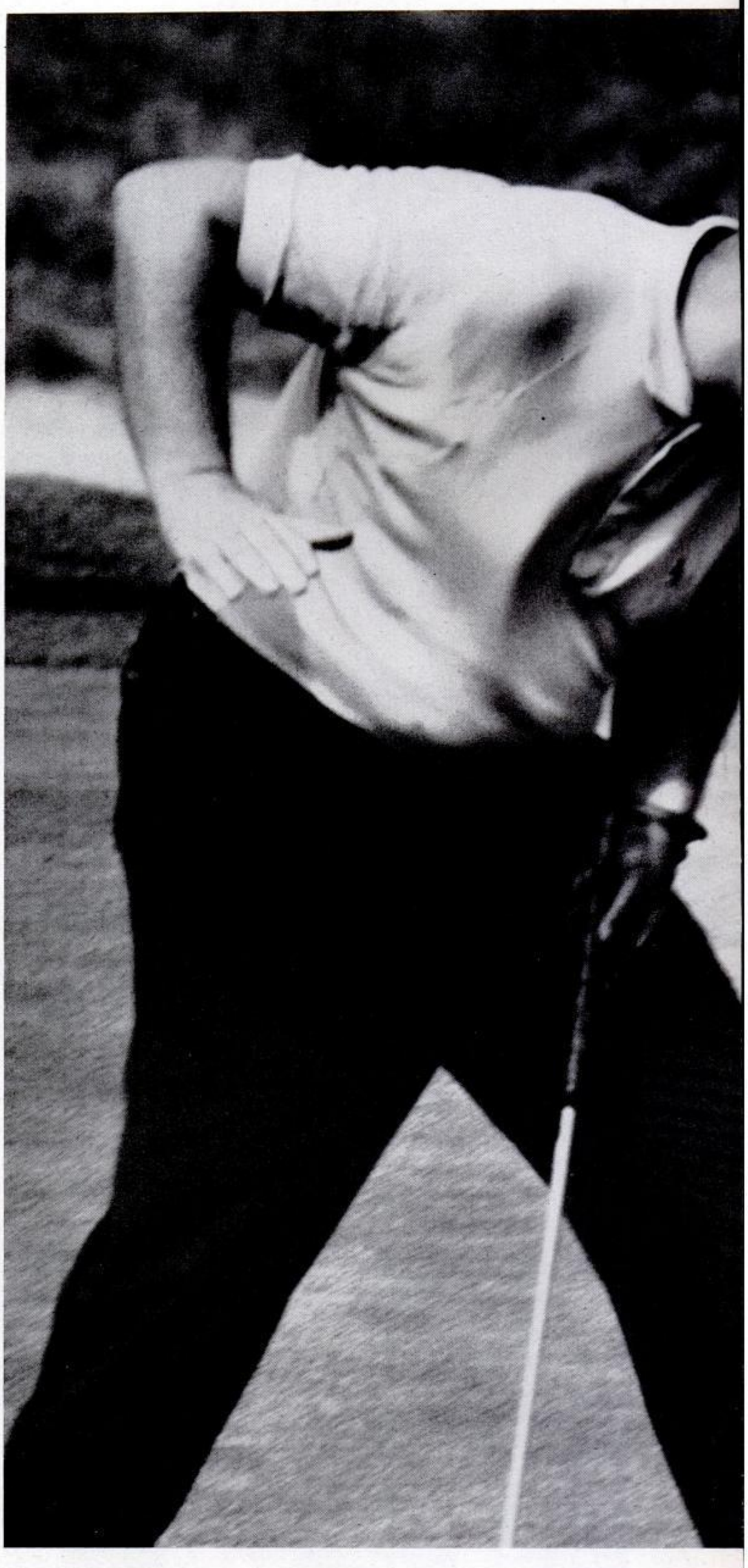
AS A GRAND LADY of the theater, Ethel in her New York home in 1944 shows the warm Barrymore smile. She made her last acting appearance in a 1957 film, *Johnny Trouble,* sitting in wheel chair.



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'Body English' Which Helped Make Champ





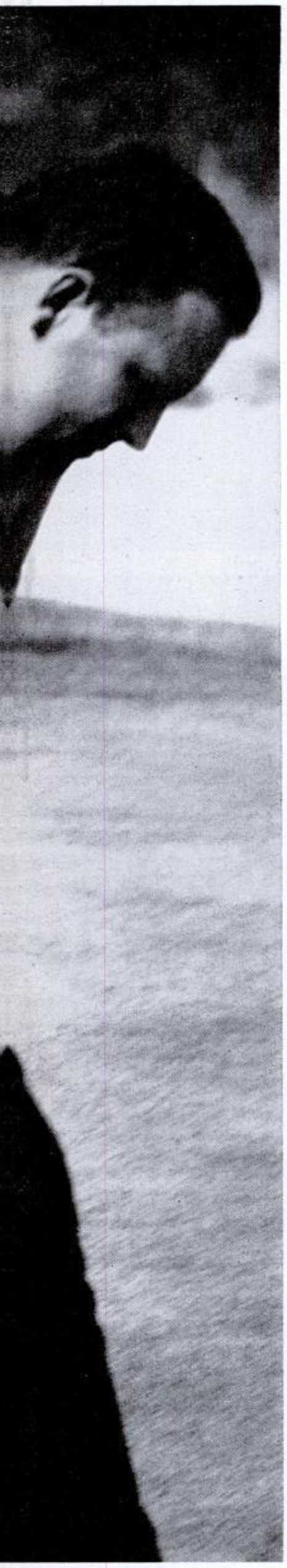
BILLY CASPER PLEADS WITH BALL IN CRUCIAL PUTT AT THE U.S. OPEN

It was the 54th hole of the U.S. Open. Already Billy Casper, the 27-year-old Californian who eventually won golf's biggest tournament, was out in front. If he could sink that one last putt, he would go into the final 18 next day with a comforting three-stroke lead. "But if I'd missed it," Casper said later, "they would have caught me."

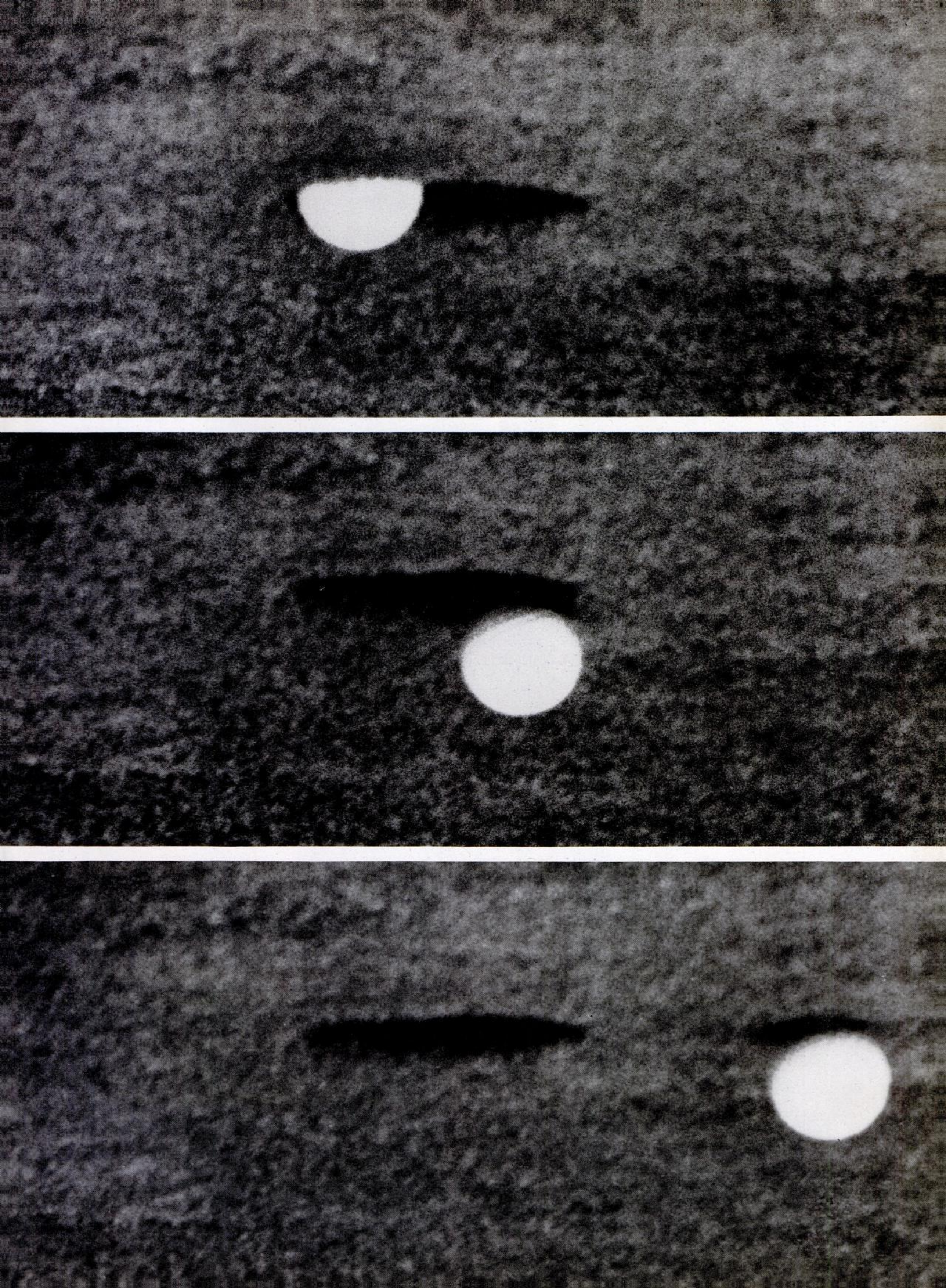
It was not a particularly difficult shot, especially for a man whose putter was as hot as Casper's. For three days now he had been treating the Winged Foot greens as if he owned them. On this, the 18th, the ball lay four feet from the pin, separated by a slight but tricky rise. A moment earlier Mike Souchak's putt had rimmed the same cup and skidded out. "Souchak's putt was on the same line as mine," said Casper, "and it seemed to run straight. So I thought I would go the same way, or, if anything, a little to the right, playing it just inside the lip." Taking careful aim Casper bent over the ball and tapped it lightly.

What happened next to the man and the ball in that crucial instant was over almost before it had begun, lost in the electric blur of excitement. But here in an extraordinary still-picture record LIFE has caught and frozen the highest peak in golf's drama—that tantalizing moment after the crucial putt has been made when the golfer pumps his arm and pleads with his whole body but cannot alter the outcome (*see next page*).

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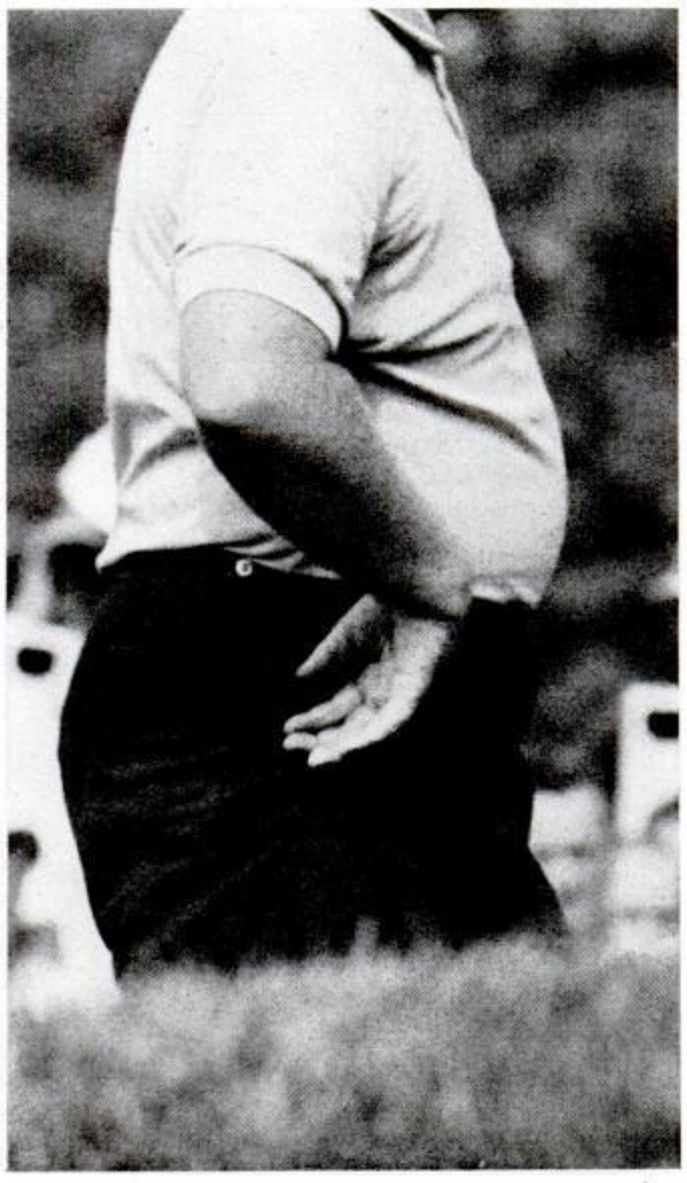
As his putt goes down (opposite)
Casper smiles over his 69
which put him well out ahead

CONTINUED

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AFTER DRIVE CASPER AND CADDY WATCH BALL SAIL DOWN FAIRWAY. CASPER WAS WORRIED ABOUT AN APPROACHING STORM AS WELL AS PATH OF THE BALL

New champ is a fat man who doesn't fit the formula

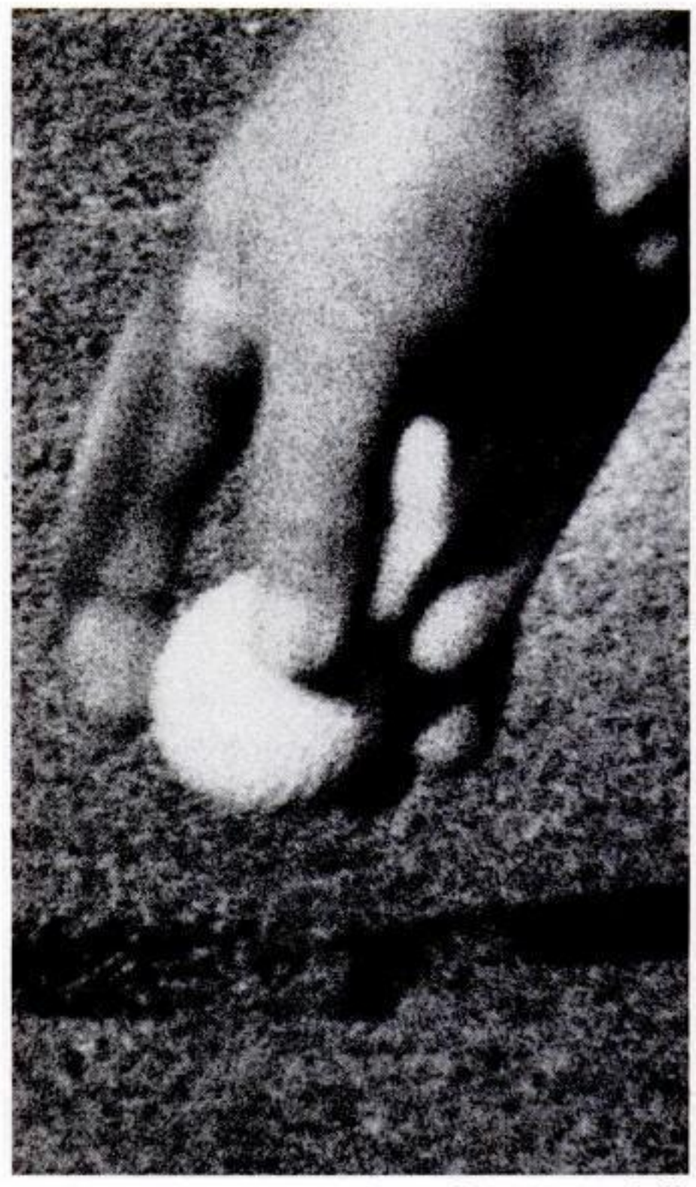


A POT BELLY is Casper's trademark on the golf circuit. His normal playing weight is 215 pounds.

Today the typical young U.S. golf pro is a slim, grim machine, cast in the mold of the great Ben Hogan. Deadpan and tight-lipped during a tournament, he practices his shots endlessly between rounds, never touches a drink, sticks to a strict diet and religiously gets to bed by 9 every night.

The new U.S. Open champion breaks just about every rule the colorless breed of robot golfer has laid down. Billy Casper almost never practices. He goes to bed only when he's tired. He takes a drink whenever he's thirsty and he eats as much as he feels like. Out on the golf course, ambling from hole to hole, Casper looks like any paunchy weekend duffer. While making a shot he is able to encase himself in a sudden hard shell of concentration, and when he is going about his business he wears a serious look. But between shots he smiles, chats, even jokes about his game when it is going poorly. This is not often, for ever since turning pro in 1954, Casper has been a steady winner. Last year his chubby hand dipped into the 18th hole and fished out the winning ball a total of five times, more tournament wins than any other golfer.

For all his casualness even Casper succumbs periodically to the pressures of the circuit. Then he drops everything and goes fishing. "I don't care what I catch," he claims, "just so it gets my mind off that little white ball."

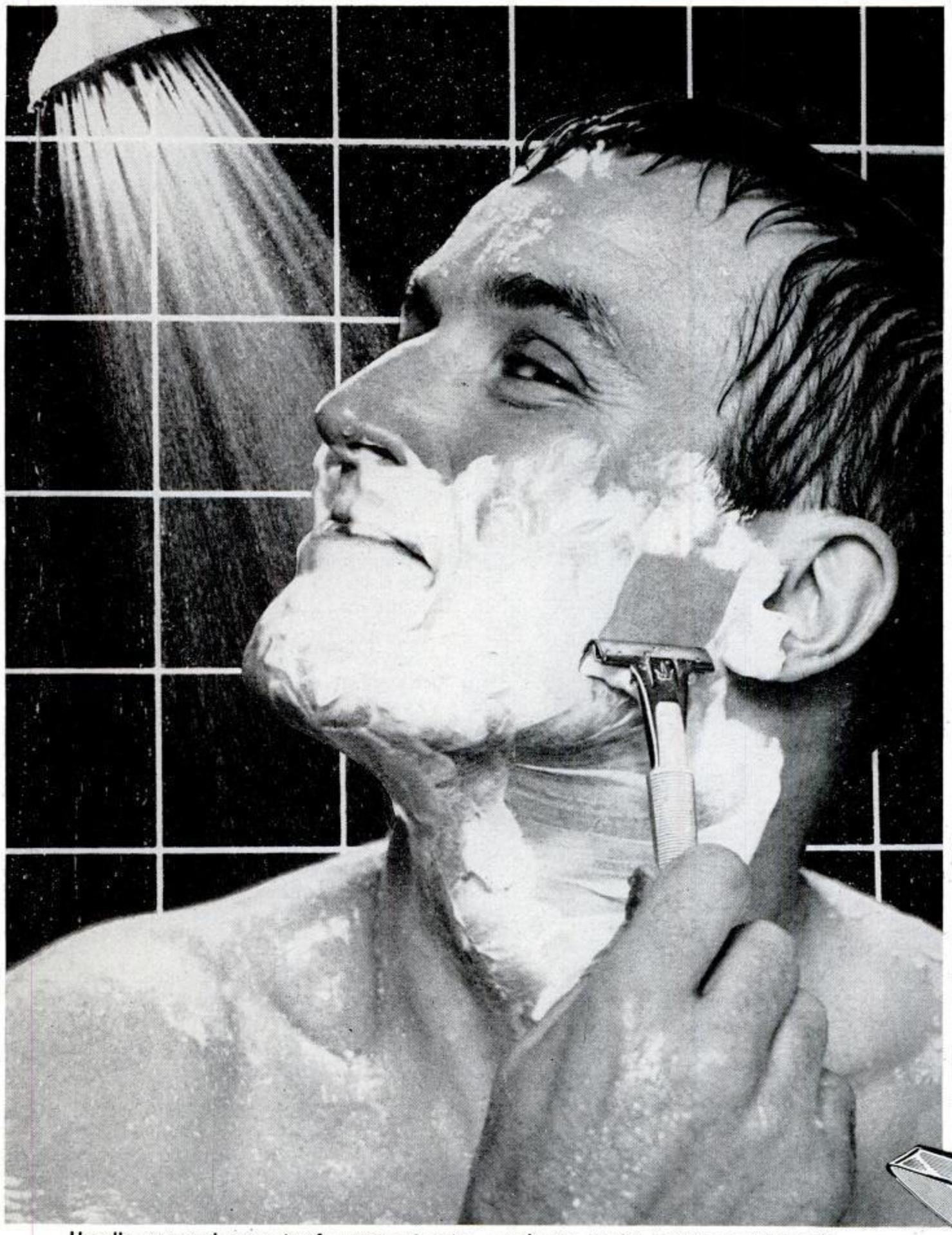


A POT OF GOLD is represented by winning ball. Here Casper, $12,000 richer, retrieves his final putt.

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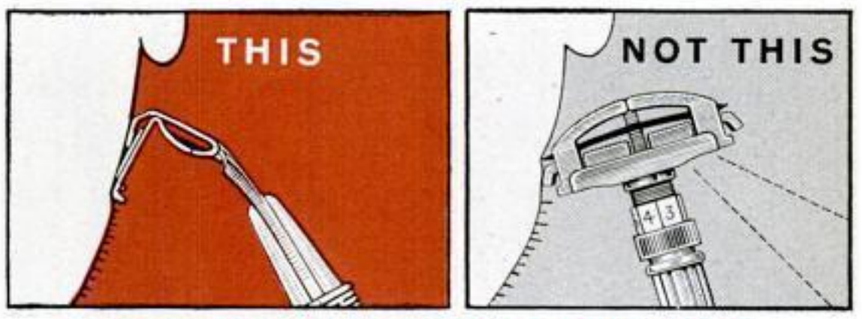
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So safe you can Shave in the Shower!



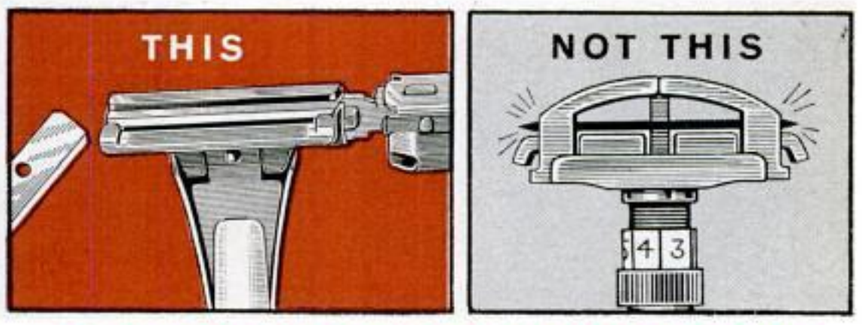
Handle grooved crosswise for POSITIVE grip—won't turn or slip in wet, soapy hands.

Compare safety-built Schick with old-style razor. Adding dials and adjustments can't match Schick's safe, modern design.



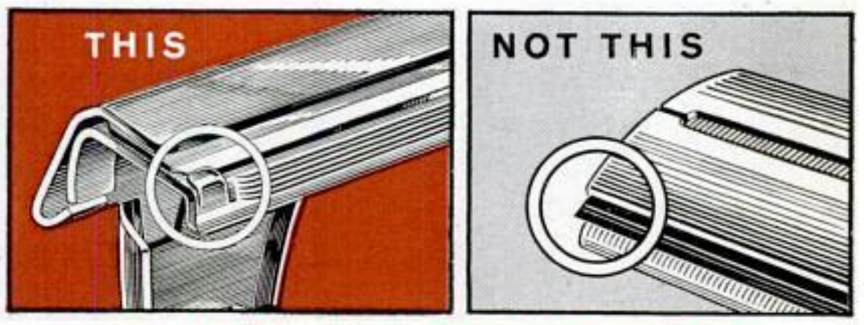
SCHICK FLAT-HEAD DESIGN IS POSITIVE GUIDE TO SAFE, CLOSE SHAVES

Shaving head is designed to fit flat against face—keep razor angle constant. With round head razor, angle can vary, inviting cuts.



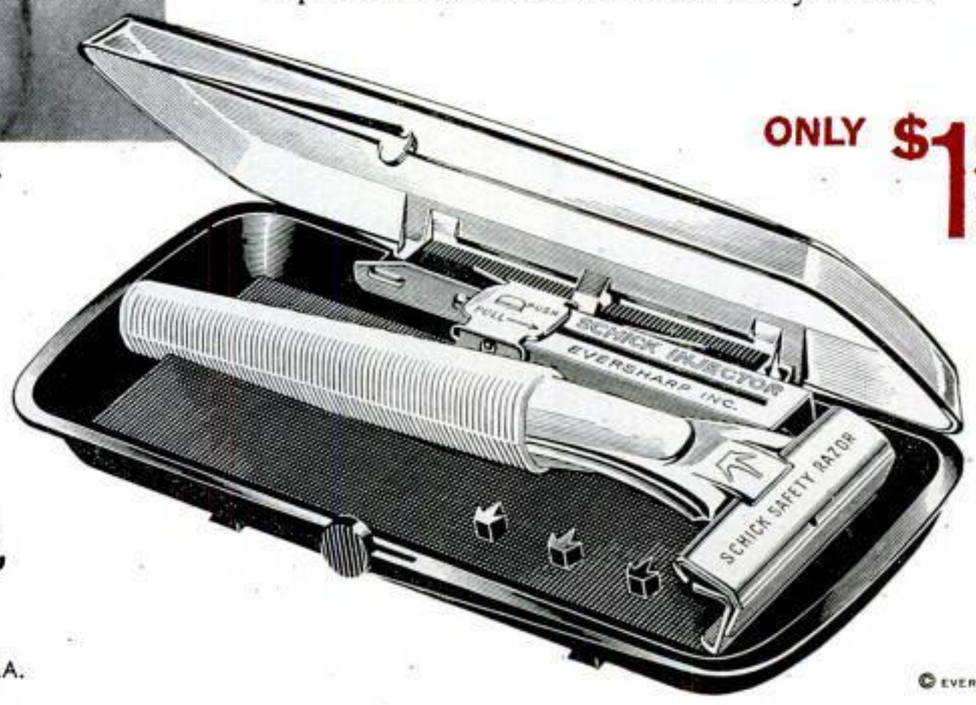
SCHICK LOCKS BLADE IN, CAN'T LOOSEN AND CUT

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No sharp points unprotected. Compare with razors having exposed blade corners which can nick your skin.



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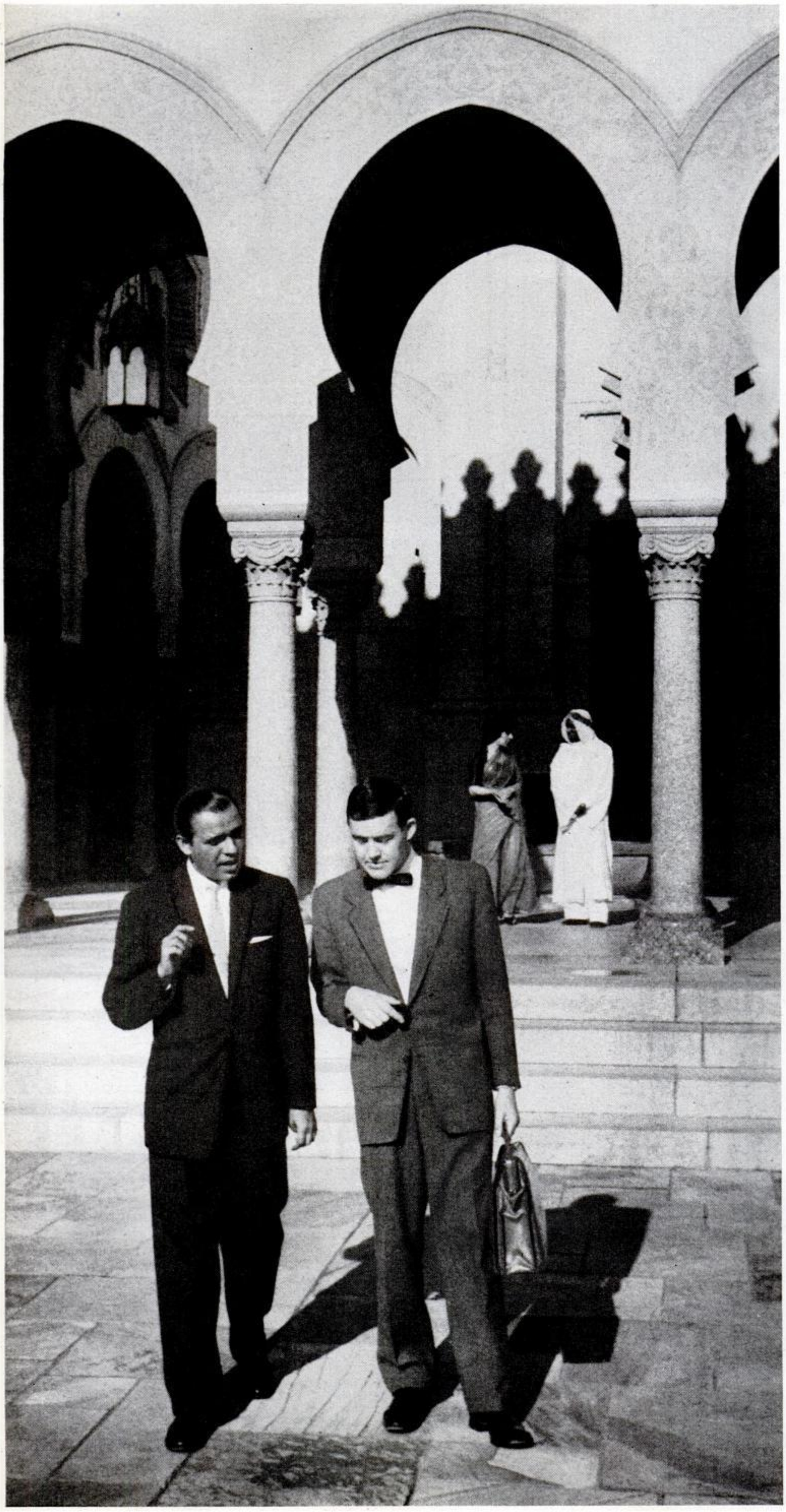
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Should your child go into the Foreign Service?

by Loy W. Henderson

Deputy Under Secretary of State

As told to Donald Robinson

THERE IS a bronze plaque in the lobby of the Department of State Building in Washington, D. C. On it are engraved the names of seventy-one members of the United States Foreign Service "who, while on active duty, lost their lives under heroic or tragic circumstances." The first name is that of William Palfrey—"lost at sea, 1780." The last is that of a U. S. consul, David LeBreton, Jr., who "drowned saving lives—Tunis, 1953."

For more than 180 years, the men and women of the Foreign Service have stood ready to sacrifice their interests, their comforts and their lives for the United States. They have stuck to their posts in the face of earthquakes, floods, revolutions and wars. They have carried on regardless of cholera epidemics and worse.

Duty is a watchword with them. A State Department courier who was aboard a plane that crashed in flames near Vienna in October, 1955, didn't think about his frightful injuries and burns. In spite of the excruciating pain he was in, he declined all medical care until he'd delivered his papers into safe hands.

They are dedicated people, the members of the U. S. Foreign Service.

In all, there are 8,025 men and women in the Service now, and they can rightly be called America's first line of defense. Upon them can depend the issues of war and peace.

Role in Foreign Policy

The Foreign Service must, first of all, protect American interests abroad. It has the job of promoting those interests by demonstrating their mutuality with those of other nations. In short, to further and improve the relations of the United States with other countries in every possible way.

The Foreign Service must explain to other governments what the policy of the United States is, and where possible, persuade them to cooperate with us in our constant struggle to win peace, prosperity and freedom for all the world. In addition, the Service must do everything in its power to assist American citizens in their legitimate activities abroad.

Today, members of the Foreign Service serve at 286 posts in 89 countries, with the U. S. Delegation to the United Nations in New York, and in the Department of State in Washington.

The Foreign Service people on detail in Washington help plan our foreign policy and direct its day-to-day workings. They maintain liaison with other govern-

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mental agencies and handle contacts with the thousands of foreign diplomats stationed in America.

Abroad, our Foreign Service men and women have duties that are ultra-varied. Diplomatic negotiations, for one thing.

Right now, Foreign Service experts are negotiating with foreign governments on matters ranging from the regulations under which American business men may operate, to the exchange of scientific know-how among nations, to the proper steps that should be taken to protect the free world against the threat of Soviet imperialism.

Another big assignment the Service has is gathering information. An election in a Latin American country or a revolution in the Middle East can change the course of history. The Foreign Service man on the scene must report the facts, and his analysis of them, fast, fully and without pulling any punches.

Most of all, the Foreign Service people abroad must, insofar as they can, earn the confidence of the governments of the countries they're in. That's how good international relations grow.

Serving Americans Abroad

And all this is merely part of the Foreign Service's role. If an American citizen runs into trouble with the police, the Foreign Service sees that he gets legal counsel and a fair trial. If a tourist becomes ill, the Foreign Service finds him a doctor.

Twenty-four hours a day, the Foreign Service is on duty, prepared to assist Americans in need. A band of American missionaries who were caught in bloody rioting that swept through a Middle Eastern country recently can bear witness to that.

A Foreign Service Officer drove fifty miles through the crazed mobs to rescue these missionaries. He got them out just as the rioters were setting fire to their house—with them in it.

When they are detailed as consuls, Foreign Service Officers issue or renew passports for Americans abroad. They did it for over 200,000 people last year alone. They register the birth of children born to American parents abroad so they can establish their rights to United States citizenship. Theirs also is the complete responsibility for issuing, or denying, visas to foreigners coming to the United States as visitors or as immigrants with all their perplexing problems.

Advantages and Disadvantages

Overall, the satisfactions of a Foreign Service career are superb. You travel the world, you meet many kinds of fascinating people, you constantly are broadening yourself.

You are on the inside of history in the making, and you often have a chance to help shape that history. I well remember the thrill that we in the Foreign Service had in 1947 when the President and Congress accepted our recommendations to support Greece and Turkey against Communist aggression.

It was the first time the United States had ever undertaken such a massive program in peacetime, and it saved both those nations from Kremlin domination.

The greatest satisfaction of all, of course, is the realization that you are helping your country and advancing the principles on which our national and international life is based. Especially is this so today. At a moment when humanity is at the crossroads, Foreign Service people are in a position to help guide it along the path of peace and freedom.

But the Foreign Service is no place for people who want a soft, easy existence. It is a career exclusively for young men and women who are willing to toil endless hours—and undergo hardships, inconveniences and, if need be, danger for their country's sake.

Let me say this. There are strong disadvantages to a career in the Foreign Service. It offers little opportunity for fame; good diplomats do their best work away from the public eye. It is a round-the-clock job. A diplomat is never off duty. And sometimes his duties can be pedestrian.

There are many rigors. Foreign Service people have no permanent home. Every three years, they are likely to be transferred. Frequently, it is to isolated posts where sanitary housing is impossible to find, disease is rampant, the climate extremely hot or freezing cold. It can be very hard on a man's wife and children. I know.

On occasion, there are bitter frustrations. You can propose action which you are certain is wise both from the standpoint of the United States and the country in which you are serving. But, other factors, from the global viewpoint of Washington, may be overriding and your recommendations may not be accepted. This, if you let it, can hurt.

Opportunities, Salaries and Advancement

The Foreign Service is now divided into three branches. First is the Foreign Service Officer Corps, the professional career organization which represents the backbone of our Government activities in the international field. It is a carefully selected group that is tough to get into and tougher to stay in. It numbers about 3,500 of whom more than 330 are women.

Then there is the Foreign Service Reserve. It consists of specialists, persons with particular qualifications that are required by the Service, a highly specialized knowledge of atomic energy, say, or of Soviet agriculture. These specialists are appointed for periods of two to five years; we have approximately 800 of them.

Finally, there is the Foreign Service Staff Corps. It includes typists, stenographers, code clerks and other technical and administrative employees. They are also selected with special care. Some of them eventually qualify for the Officer Corps. Over half are women.

Advancement is strictly on merit. Every Foreign Service Officer is rated regularly by an impartial selection board, and the better ones are promoted. These promotions go right to the top. Nearly two-thirds of ambassadors and ministers have come up through the ranks!

Applicants for the Foreign Service Officer Corps must be American citizens from twenty to thirty-one years of age and should have records of impeccable loyalty and discretion. (Each gets a thorough background investigation.) They take a written examination that lasts a solid day and encompasses the use of the English language, the applicant's capacity for interpreting both tabular and quantitative data, his general knowledge of world history, politics, economics and other subjects. Fluency in a world language, while not an examination requirement, must be attained before an officer can advance in the Service.

An applicant who passes the written examination then takes an "oral." For ninety minutes he appears before a three-man panel that weighs his personality, his judgment, his aptitude at defending his own views and his true motives for joining the Service.

These examinations are exacting. Of 3,959 who took a recent examination, only the 676 finest passed.

The salary of a Foreign Service Officer usually starts at $5,225 and it rises to $27,500 in the case of ambassadors at more important posts. Reserve officers have the same pay scale. Salaries for the Staff Corps begin at $3,730 and go in certain specialties to $13,160. All three branches receive allowances to help cover the extra expenses incurred in living abroad.

DID YOU KNOW...

... the salary of a junior Foreign Service Officer generally starts at $5,225 and may rise, with ambassadorial pay, to $27,500?

... nearly two-thirds of the ambassadors and ministers in the Service came up through the ranks?

... opportunities in the Foreign Service are exactly the same for women as for men?

... members of the Foreign Service serve at 286 posts in 89 countries around the world?

* * *

This series of articles is brought to you to help you and your family plan for the future. Your New York Life agent can help you, too. He is especially qualified through training and experience to help you plan for education, retirement and all the things which life insurance helps make possible. Get to know him soon.

Traits and Education Needed

To prepare for a career as a Foreign Service Officer, I would urge a broad liberal arts education with emphasis on history, science, economics, the literature of all nations, languages, and public and business administration.

Although a college degree is not demanded, it is virtually essential. We want the Foreign Service to be a cross-section of America, with representatives in it of all geographical areas, as well as of all races, religions and social backgrounds. For instance, from a sampling of 380 junior Foreign Service Officers on the rolls as of May, 1958, 140 educational institutions can be cited as Alma Maters.

Opportunities for women are exactly the same as for men. One of our most noted ambassadors today is a woman who made her way up through the ranks.

The standards in the Staff Corps are also high. Most applicants have to pass examinations in their respective fields.

What traits should you look for if your son or daughter is considering a Foreign Service career? Let me tell right off what we don't want—snobs, arrogant people, or self-righteous people. The traits we do think a boy or girl should have are: 1. First of all—complete integrity; 2. A pleasant, outgoing personality; 3. A sensitivity in dealing with persons of different races, religions, cultures and ideologies; 4. An open, curious mind; 5. Quick thinking and good judgment in a crisis; 6. A genuine concern with international affairs; 7. Sound scholarship. This especially, because the process of learning is never-ending in the Foreign Service. A diplomat must always keep abreast of the latest developments and trends at home and abroad.

And there is one more thing—robust health. You have to pass a stringent physical examination before you can be appointed.

It is now thirty-seven years that I have been in the Foreign Service and I'm grateful for every one of them. It is a gratification to me that my efforts in life have been devoted not to increasing my wealth and prestige, but to helping my country and the ideals for which my country stands and upon which our civilization rests.

If your child joins the Foreign Service, he can have that splendid feeling, too.

Booklets available on many careers

This article is available in booklet form without charge. Also available are: a list of similar articles on thirty-five other careers which you may send for, and the helpful informative booklet, "Planning a College Education." We'll be glad to send you any or all of these on request. Just drop us a postcard.

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LILLIAN ROTH, shown with Writer Frank at a film premiere, was heroine of *I'll Cry Tomorrow.*



DIANA BARRYMORE, also attending a movie with Frank, worked with him on *Too Much, Too Soon.*



SHEILAH GRAHAM, whose book was *Beloved Infidel,* was snapped on holiday with Scott Fitzgerald.

GREAT TELL-IT-ALL

by PAUL O'NEIL, LIFE *Staff Writer*

MEN have been seeking the elixir of life since the dawn of history, but it remained for a schoolboy named Gerold Frank to discover, back in the spring of 1924, that the stuff was to be had at the Hough Avenue branch of the Cleveland Public Library. At the time this stirring fact was revealed to him young Frank was beginning to suspect that some lamentable taint of vegetable juice ran in his veins and condemned him to a life of unspeakable dullness. But when he began beefing himself up with borrowed excitement from books, he discovered that they gave him a wonderful sense of satisfaction, well-being and power. He promptly became an addict and, once hooked, developed a truly Gargantuan habit.

At that time the library system had a rule against allowing teen-agers to carry away more than two volumes at a time but young Frank's craving was so apparent that he was soon allowed more. Eventually he worked himself up to a dosage of six books and magazines a night. His nocturnal reading orgies followed a precise pattern. Each evening he carried home a fresh pile of literary stimulant, placed it beside his bed, arranged three apples in a row on the other side, got into his pajamas, slid under the covers, opened the top book, took a bite out of the first apple and was instantly off in other worlds. Sometimes he inhabited them until dawn. They always seemed much more realistic and important than his own.

Gerold Frank is now 52, looks somewhat like a benign Erich von Stroheim, and knows Paris, Washington, New York, Cairo, Hollywood, Rome and Tel Aviv as well as he ever knew Cleveland. As a newspaperman, foreign correspondent, lecturer and magazine writer he has lived through a good many of the dramatic moments of our times. He feels, nevertheless, that he is as hopelessly encased in "bourgeois respectability" as a fly in amber or a codfish in a block of ice. He has been totally unable to shake off his childhood conviction that "reality is what happens to somebody else," and he is still the victim of a lifelong compulsion to discover and rediscover something he thinks his own nerve ends do not tell him: "what it is like to be alive." Result: success. Frank, a frustrated poet and novelist, has substituted trips into the minds of mixed-up females for his old trips to the library and has become the world's most eminent —and unusual—ghost writer.

In the last four years he has produced three consecutive best-sellers: *I'll Cry Tomorrow*, the story of ex-Ziegfeld singer Lillian Roth's descent into the abyss of drunkenness; *Too Much, Too Soon*, Actress Diana Barrymore's record of her travels to the "depths of degradation"; and the current *Beloved Infidel*, in which British Hollywood Columnist Sheilah Graham describes her 1930s love affair with Novelist F. Scott Fitzgerald. She also confesses something even her children did not know: that for all her carefully mastered upper-class speech she was born Lily Sheil ("a name which horrifies me") in the London slums.

Frank began each of these books with only the vaguest encouragement from publishers. Some editors to whom he outlined his ideas for the last two books seemed to suspect that he was going out of his mind. Each time he pressed stubbornly on, gambling his time and energy and paying costs out of his own pocket. "I just had to do them," he says, "no matter what the publishers thought. I went around asking myself, 'What *could* it be like to throw your life away? To actually, literally roll in the gutter? To abandon hope? Or to know ecstasy that most of us never know—to be transfigured by love?' I *had* to find out, and I wanted to force the reader to think, 'This happened to a human being, to someone who is alive right now. It could happen to me.' "

Frank did not consciously decide to begin doing books on female human beings rather than male human beings, but he now feels that a writer has more leverage over the mind of any reader if he describes the human condition through the eyes of a woman rather than those of a man. "I think the humiliations and yearnings of women are more dramatic to us than those of men. If a man drinks he can be ridiculous. A drunken

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ZSA ZSA GABOR (*see cover*). the subject of the next Frank-ghosted autobiography, tries to recall some incidents from her childhood in response to a question from the writer. In hotel room interview he takes down her answers at great length on a tape recorder, meanwhile thinking up new questions.

GHOST

Gerold Frank turns out major best-sellers by helping ladies reveal sensational pasts

woman is heartbreaking. I imagine these books were more shocking, more touching because they concerned women, but originally I was drawn to do them because they concerned things that could happen to any of us."

In hard-cover and paperback editions, the three books have sold six million copies and have earned, with motion picture sales and royalties from foreign language editions, a total of $750,000. Since Frank's share of this runs to better than a quarter of a million dollars, he has been agreeably rewarded for his labors. Each successive book, moreover, has reflected Ghost Frank's metamorphosis from a condition of professional invisibility to one of dramatic opaqueness. His name was all but hidden in small type on the cover of *I'll Cry Tomorrow*, and was only slightly more noticeable under Diana Barrymore's name on *Too Much, Too Soon*, but he has equal billing with Sheilah Graham on the jacket of *Beloved Infidel*. Frank is now engaged on the first-person story of Zsa Zsa Gabor ("I want to find out what lies behind that beautiful face"), and this time inhabitants of the publishing world tend to discuss the project as though Miss Gabor, rather than Frank, were the collaborator.

The would-be collaborators

FRANK'S impressive batting average prompts all sorts of people to telephone him or to write letters offering their life stories in return for riches, fame or the revival of ancient glory. Pola Negri, Rudy Vallee, Constance Bennett, Dick Haymes and Rita Hayworth have all pressed him in vain to do "their book." Widows of forgotten corporation executives, soldiers and politicians importune him to re-create their husbands in print. Dope addicts, drunks and maniacs of every kind plead for the chance to tell him their peculiar tales. "I've got something on my mind," scribbled a schizophrenic who forgot to sign his name. "Please get in touch with me." A heroin user with literary pretensions wrote, "I had a collaborator but he had a nervous breakdown and never rallied."

These disturbed souls are often drawn to Frank because he seems to provide his subjects not only with money and publicity but with a cure for what ails them. All his "girls" have conquered the problems the books discussed and have inspired sympathy and even admiration in the process of telling all. Diana Barrymore, who is now a hard-working road company actress, cries, "I have been reborn. I give myself some of the credit. I'm tough. And all the money helped. But I don't think I'd ever have done it without Gerold. Telling him about myself must have been something like going through analysis. I told him things I wouldn't have told a priest. He was always there—like a sponge. I lied to him and I am a brilliant liar. But he'd know. Or he'd find out. He never raised his voice. He never seemed angry. A few nights later he'd just tell me, 'Now Diana, here's what so-and-so says about the things you told me. Don't you think you'd better remember back again?' What could I do? I had to tell him the truth. I had to tell myself the truth too."

Diana's admiration for Frank and her willingness to admit her own shortcomings probably had their severest test after *Too Much, Too Soon* was finished. Frank refused to let her see his work while he was writing, but once he had the final manuscript he called on her and told her he wanted to read it to her aloud. "Will I cry?" she asked. "Not the first chapter," said Frank, "but you'll cry over the second." She listened approvingly until he stopped and warned her that she should brace herself for what was coming. "Wait until I get some Kleenex," she said. She put the box on the davenport beside her. In a few minutes she was bawling hysterically. Frank stopped in some alarm. "Oh, you son-of-a-bitch," cried Diana. Then, blowing her nose, "Read me some more."

Like psychiatric patients, Frank's subjects develop a curious and apparently lasting attachment to him—although all are inclined to speak briskly of "my" book. Also they seem oddly jealous of one another. "I," says Zsa Zsa Gabor, "tell Gerold *more* than I would ever tell a psychiatrist. If you tell a psychiatrist the truth he might turn on you in a few

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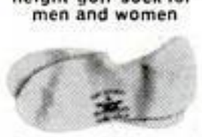
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DISSOLUTE ROTH, portrayed in the movies by Susan Hayward, takes a drunken tumble backstage in nightclub.



DOWN AND OUT BARRYMORE, played by Dorothy Malone, wanders streets of New York after hitting skids.

GREAT GHOST CONTINUED

weeks and say, 'Why, you're crazy!' Gerold would never do that, and Gerold never sticks a needle in your arm. But I do not understand why he wanted to write a book about that silly Sheilah Graham. I know she had an affair with F. Scott Fitzgerald, but I think Mr. Fitzgerald must have been on a downcline when she met him." Miss Barrymore in turn dismisses Zsa Zsa—and, in fact, all the rest of Frank's feminine troupe—with a queenly sweep of one arm. "Why *must* he do Zsa Zsa? You'll see, he won't get anything out of *her*."

Baffled members of his own sex are continually asking Frank how he manages to extract women's innermost secrets from them. "They wouldn't be talking to me in the first place," he says, "if they hadn't made up their minds to do a book about themselves. But for the first two or three months they con me. They describe a person they would prefer to be. I talked to Sheilah Graham for a long time before little things—mostly things she didn't say—made me begin to have doubts about the gay, aristocratic childhood she had invented for herself. It takes time to arrive at a working basis and I arrive at it only when the woman decides to trust me. I felt sure these women could be presented sympathetically only if the reader knew all about them, if the reader could see them whole. I think they all came to accept my view, my professional opinion.

"Of course, everybody likes to talk about themselves, I try to keep people talking naturally. I never ask, 'Why did you do that?' It implies disapproval. You are more likely to get the right answer by asking, 'What were you feeling when that happened?' I don't make moral judgments. I don't personally believe in the concept of sin—at least I do not believe humans do wrong except as the result of pressures over which they often have no control. I sympathized with all these women. Perhaps, in a way, I fell in love with all of them. Don't writers always fall in love with characters they are developing? I imagine they sensed some of this and were reassured by it."

Despite the success this technique has gained him, Frank has spells of feeling that he is a hollow impostor, and he dwells gloomily on aspects of his life which seem to illustrate this theory. At one time during his years as a correspondent he accompanied Henry Wallace to a private audience with Pope Pius XII and at its conclusion was confronted with an unexpected—and, in his case, paralyzing—need for decision. The Holy Father produced what looked like an old cardboard shirt box containing rosaries—a pile of black ones at one end and a pile of white ones at the other—and asked Frank which he preferred. "I'll take one of each," he replied in desperate tones, and did. "What," he now asks in horror, "did I do that for? Why couldn't I make up my mind?"

Frank has been trying to make up at least one area of his mind for the last 40 years. While instinct urges him toward the joys of artistic expression, the voice of conscience sternly directs him to find lines of work more conducive to monetary gain. Identification with the upright burghers of the world is doubtless the work of his maternal grandfather, a Jewish immigrant from Poland who got rich in Cleveland real estate and was firmly convinced that anyone incapable of capital accumulation in the New World belonged either in a strait jacket or a zoo. As a boy Frank was subject to daily inspections by Grandpa, who arrived for the ritual in a Pierce Arrow limousine, and there are times when he can feel the old gentleman's eye on him still.

When he was young, Frank veered away from the more practical aspects of living like a jack rabbit beset by mowing machines. He attended not one but three colleges—Ohio Northern, Western Reserve and Ohio State—in search of literary instruction, and then hustled rebelliously off to New York to live in a Greenwich Village flat and write poetry.

After a year of this, however, he went back to Cleveland, got a job as a reporter on the Cleveland *News* and applied himself to the inelegant disciplines of daily journalism. He discovered that he was capable of turning out torrents of words, and he began writing magazine articles too. During one week in 1937 he appeared simultaneously in *The New Yorker* and *The Nation*. Armed with this evidence of progress he went to New York and got a job on Hearst's afternoon *Journal-American* at a big salary increase.

Although the lives of others have always seemed more vivid to him than his own, Frank has led a more interesting, eventful and adventurous existence than many of those from whom he has collected the sap of vicarious experience. He was a war correspondent with the U.S. Army Forces in the Middle East during World War II and became an expert on the Levant in the years afterward. Agents of Lebanon's Sûreté Nationale once mistook him for a

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political assassin, relieved him of his passport and "detained" him in Beirut while they made sure that he was not really bent on murder.

In the late 1940s Frank found himself giving lectures in dozens of U.S. cities on trips home. But characteristically he never did a book of his own about the Middle East. He was too busy collaborating on other people's books: Bartley Crum's *Behind the Silken Curtain*, John Roy Carlson's *Cairo to Damascus*, Jorge García-Granados' *The Birth of Israel*. He finally withdrew from active journalism and settled down again in New York as a ghost and story doctor. He made from $20,000 to $30,000 a year, and by the autumn of 1953 had been instrumental in the production of 10 books, not one of which bore his name.

It was this reputation for literary resuscitation that opened the way for his sensational career as confessor and alter ego of women with a past. But it was Frank's own feverish yearning for "people who have lived under stress, people who let me know how strange, glorious and perplexing life is" which prompted him to begin it.

As a hard-nosed professional, Frank had every reason for proceeding with caution when a minor New York publisher named Frederick Fell telephoned one day and asked him to do "a little buttoning up" on a property involving the life of Lillian Roth. The book-length manuscript was a ghost job to begin with and it was possible to predict that the first ghost, Hollywood Columnist Mike Connolly, would not share profits with a second ghost without a struggle. Publisher Fell, it also developed, owned a quarter of the motion picture rights to the Roth story. If getting a publishable manuscript proved too complicated, Fell could simply cancel his book plans (thereby leaving Ghost Frank out in the cold) and still be assured of profit from a movie sale.

Frank read the original manuscript anyway and talked to Miss Roth —at one point with tears in his eyes. Here, indeed, was life. He decided 1) that the story needed to be virtually redone, and 2) that although he had no contract, no prospects of getting a contract and no real assurance of earning anything but a casual fee for his work, he would undertake the job. His wife was appalled. "How can you do this?" she demanded in that tone wives employ when the middle-aged male decides to climb Mt. Everest, go to the South Seas or take up sports car racing. "You could end up with nothing." But Frank was not thinking of money. "I don't care," he said. "I want to do it. What a life this woman has led. What terror she's known. She could have been a character in a Dostoevsky novel."

The laborious Frank technique

FRANK attacked the problem of the book almost as though he too were doing a novel rather than second-hand autobiography. He set out to wring every possible shred of drama from Miss Roth's awful tale, to give it the bleak and convincing ring of truth and to learn so much about his character's life that he would be able to write—and even think—like her. In so doing he evolved the laborious system of interviewing he has used ever since. He rented a recording machine, warned Miss Roth that "there can be no secrets between us," and for hours every night, week after week, kept her talking about herself.

He hired a stenographer to transcribe the recorded material. It gradually piled up into thousands of pages of bound typescript, most of it unimportant and rambling. It did, however, provide the flavor of Miss Roth's speech and thought as well as the pattern of her terrible struggle with drink. Frank mined this low-grade ore with a red pencil, typed out long lists of new questions calculated to expose the veins of real drama it suggested and went back to recording Miss Roth's responses to them. Only after these in turn had been transcribed did he settle down to writing. But the job took more than simple toil. It demanded a surgical insistence on the reopening of old wounds, and vast sympathy and compassion.

Frank felt that Miss Roth's tale turned on two major points: a lifelong and neurotic dependence on her mother and the wrenching struggle by which, with the aid of Alcoholics Anonymous, she had finally given up liquor. At times she wept bitterly as he questioned and requestioned her. On one occasion she fell into a fit of screaming hysterics. Then one night when the book was all but done she announced in alarmingly quiet and considered tones that she had decided to "eliminate" both basic aspects of the story. Frank sat silent for a long time. Finally he said, "It's your book and your life. But you're breaking my heart." In the end Miss Roth relented.

Frank's insistence on doing a book for Diana Barrymore seemed even more ill advised in the beginning and, to a good many of his friends, more and more hopeless as the project progressed. Miss Barrymore had hit bottom when Frank first met her. He recalls shivering a little as he walked into the cheap Manhattan hotel where she was denned up in poverty, drunkenness and despair with her third husband, Actor Robert Wilcox. "It was the sort of place," he says, "where even the obscenity on the walls of the men's room was misspelled."

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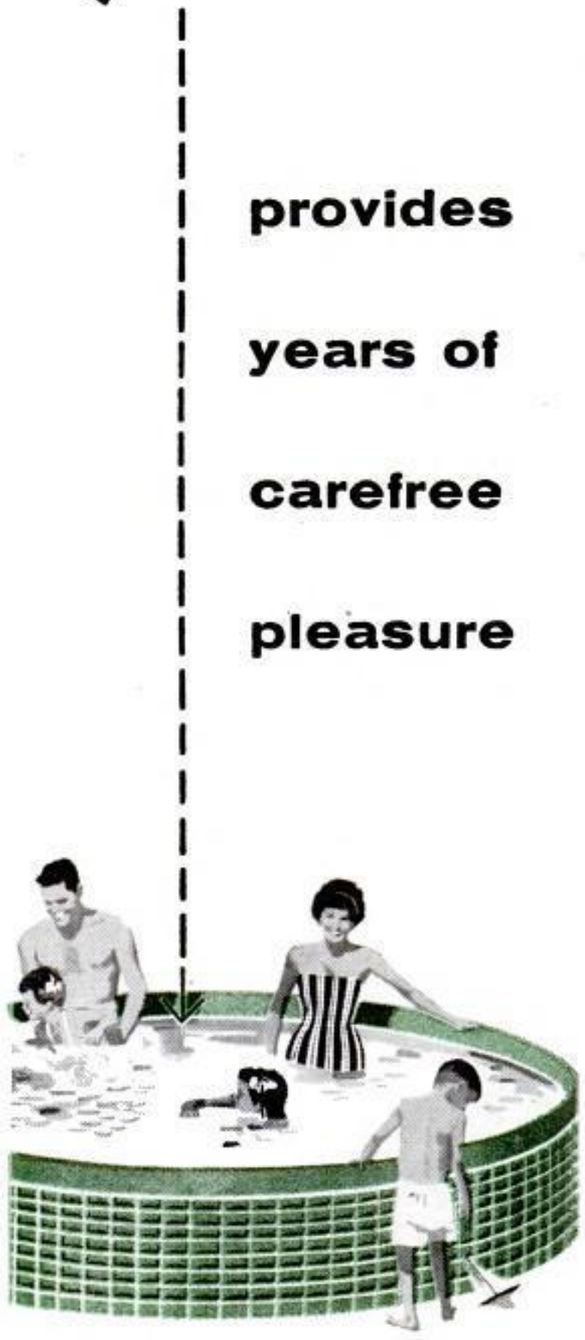
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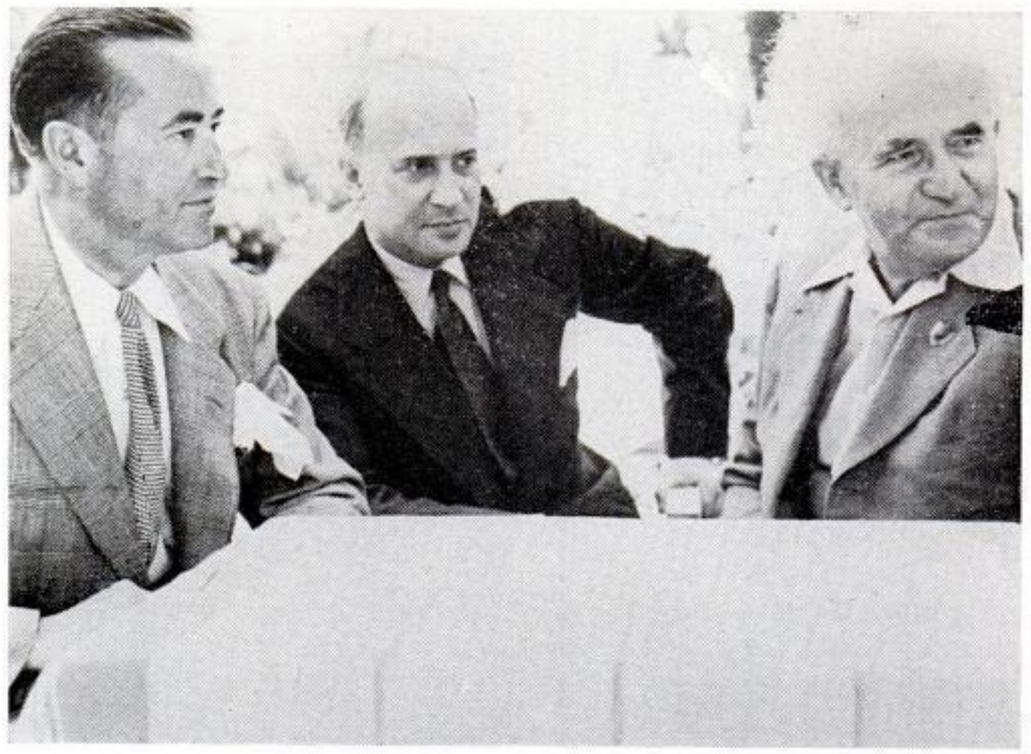
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AS FOREIGN CORRESPONDENT in Israel in 1949 Frank interviewed Premier Ben-Gurion (*right*) with Lawyer Bartley Crum, whose book he ghosted.

GREAT GHOST CONTINUED

The theatrical agent who had suggested the story led him down a hall and knocked at a door. It opened to disclose an apparition—a mop-haired, unsteady, disheveled female creature. Frank thought, "My God. This is the daughter of John Barrymore and Michael Strange, the daughter of one of the greatest actors and one of the most brilliant women of the century. How could this have happened?" It took him a year and a half to find out. It was a disconcerting job. Miss Barrymore drank heavily at times and Frank often did not know what was invention and what was fact. In pursuit of truth he interviewed dozens and dozens of people: Diana's ex-husbands, her boyfriends, her old teachers, actors, bellhops, doctors, bums, society queens, old friends of her father and mother, even her baby nurse. But if this sort of thing struck some of his friends as an absurd pursuit of the muse, he made it pay off when he sat down to the typewriter. And he was startlingly practical at selling the resultant product.

To protect himself after writing *I'll Cry Tomorrow*, he had refused to let Publisher Fell read his manuscript except under a trust agreement which prohibited any publication before all parties arrived at a new and definite financial settlement. In the end, publisher, author and original ghost all contributed to Frank's cut of the profits (cried Miss Roth, "I'm getting less than 50% of my own life!"). Armed with early chapters of Miss Barrymore's book, he not only dissolved the grave doubts which editors at Henry Holt & Company entertained about the project but obtained a $10,000 advance. The financial successes of his first two books on women, however, did not allay the misgivings with which publishers regarded his enthusiasms, and he was forced to go through the same process again with *Beloved Infidel*.

After Sheilah Graham broached the idea of a book on her affair with Fitzgerald, Frank's editors were cool in the extreme. "Who," they asked, "wants to read about something that happened 20 years ago to the No. 3 movie columnist?" Spirits sinking, Frank sought counsel from a female literary critic whose judgment he trusted. "It's just too sticky, Gerold," she said. Although he had done a great deal of preliminary work, Frank despondently suggested to Miss Graham that they stop for a while and think things over. She agreed. Later she informed Frank that she had a chance to sell the Fitzgerald story to a motion picture studio. "Why, they'll ruin the whole thing," Frank thought, and indignantly decided to go on with the book. His spirits rose instantly at the prospect of exploring another complex life.

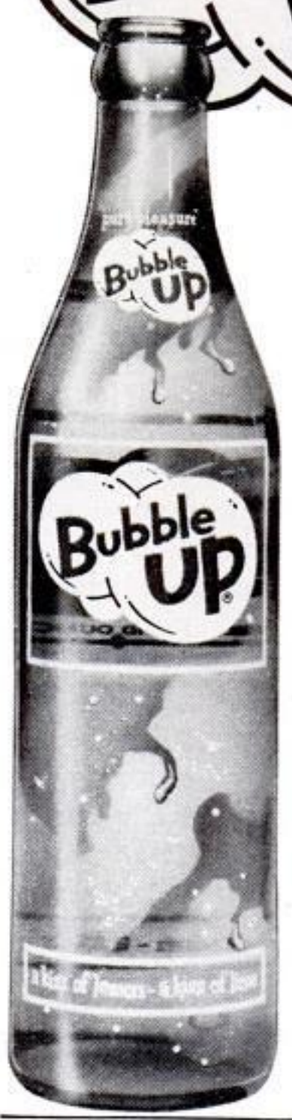
This opportunity to explore human souls is, obviously, the greatest reward of Frank's new career. He is a fast, accurate and tireless writer, but he often finds the process of composition one of alarming drudgery. "I'm trying to write about human lives," he says, "and lives do not have plots. I must impose form on chaos." As he crouches at his typewriter, furthermore, he is often haunted by a mental motion picture: a man who yawns and puts down his book. "I must make him go on reading," Frank mutters, and rewrites and rewrites and rewrites.

During such periods of uncertainty he often has trouble sleeping. In search of ideas he rises, fumbles his way into the kitchen, opens the refrigerator, stares dully at its contents, shuts it up and returns to bed. Sometimes he repeats this a dozen times a night. Mrs. Frank feels these nocturnal walks brought their last pet, a female mongrel dog named Boysie, to an untimely end. "Boysie," says Mrs. Frank, "got up and ran into the kitchen every time she heard the refrigerator door. She

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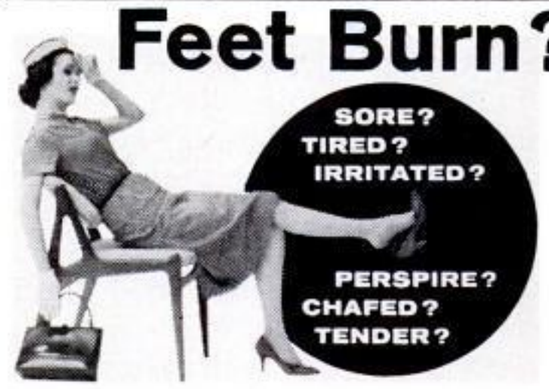
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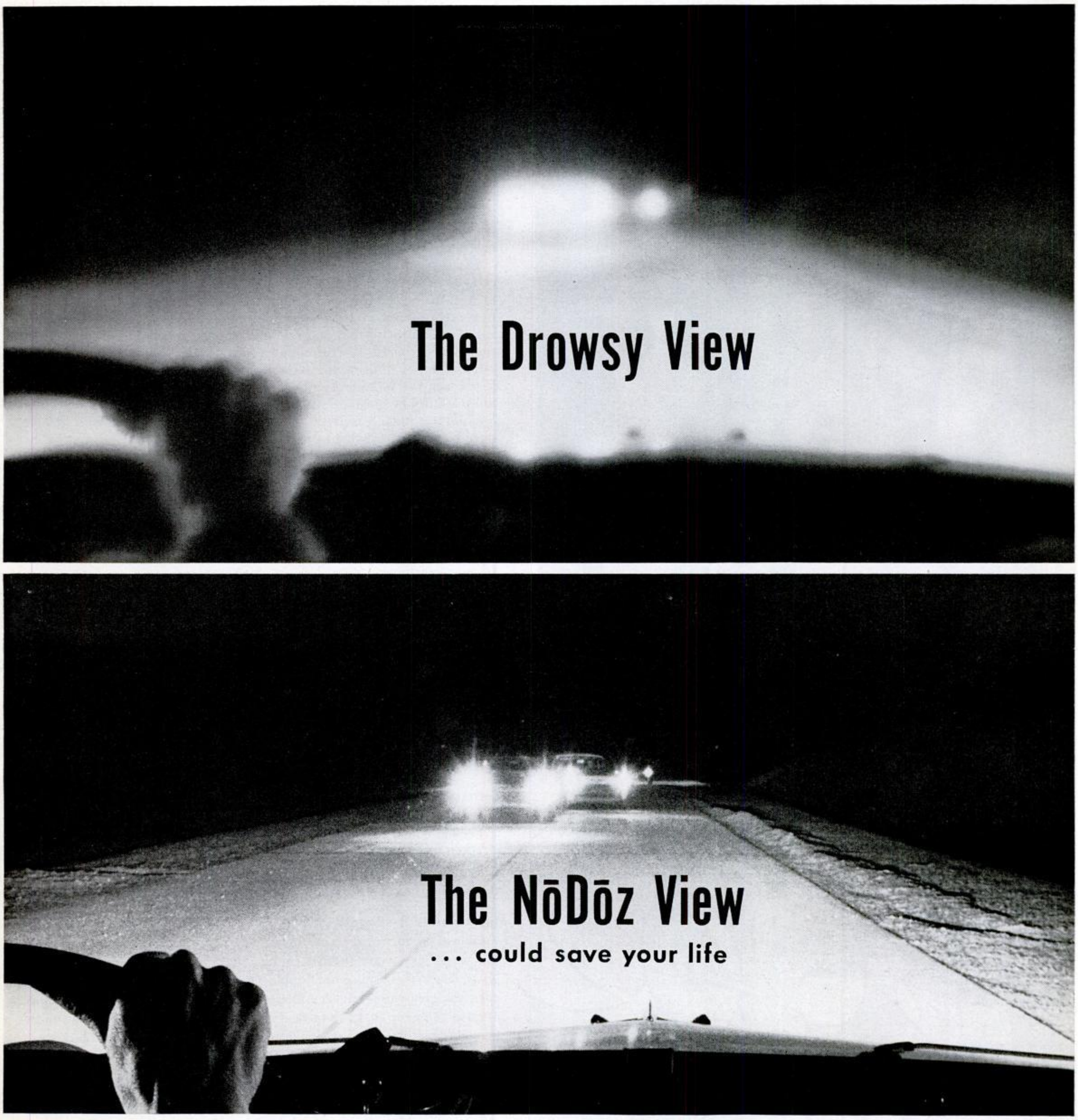
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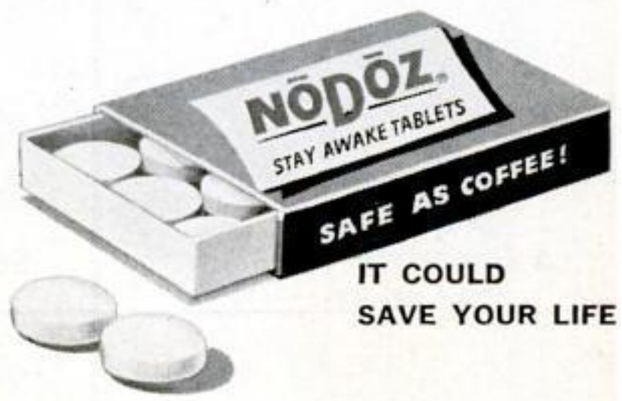
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WALKING WITH ZSA ZSA, Gerold Frank (*right*) has novel experience of being ogled by passers-by who wonder who he is. They all know who she is.

couldn't sleep. It doesn't seem to hurt Gerold but Boysie finally died."

Frank has not allowed financial success to change his mode of living in the slightest. Partly to blunt the voracious demands of the federal income tax and partly out of an innate sense of caution, he drew only $7,500 a year from the earnings of *I'll Cry Tomorrow*. He now draws but $7,500 a year from the proceeds of *Too Much, Too Soon* and $10,000 from *Beloved Infidel*. The Franks still live, as they have for years, in a roomy and comfortable but old-fashioned Manhattan apartment in a completely unchic upper west side neighborhood. Frank is not a party boy. He seldom drinks, and when he does he usually assuages his conscience by specifying a "bullshot," a concoction of vodka and cold soup. He feels that the soup, at least, is good for him. At cocktail parties he tends to lean against a wall, surreptitiously skimming through his hostess's books. His one real indulgence is food: he celebrates successes with meals at expensive restaurants like Pavillon, Chambord or San Marino.

His passion for "painting humans clearly" has not brought him the critical applause which he longs for. His own 19-year-old son refuses to read his books. Reviewers tend to relegate him almost automatically to a second level of authorship, although a good many of them note with some surprise that many of his effects are very well done. He is sometimes accused of writing down and, in an attempt to achieve sensationalism, of refusing to capitalize on all his considerable talent. This is perhaps the unkindest cut of all. "How," he asks, "can I honestly tell the story of someone's life for them if I do not tell it through their eyes and in their words, if I do not accept *their* limitations? People seem to think I'm trying to write for *Confidential*." Still, for all this, he occasionally glows at critical comment. Novelist-Critic David Dempsey, in a New York *Times* article, has suggested that today's ghosts, with Frank as a leading practitioner, are evolving "a new literary genre—the bio-autobiography." And the eminent Edmund Wilson, a critic who cares nothing for the opinions of other critics, has praised Frank's portrait of F. Scott Fitzgerald in *Beloved Infidel* above all others.

Frank's female subjects, as well as his friends, most of them New York intellectuals, continually urge him to "do something better"—to do his "own" book. He too is nagged by the feeling that he must find some wider scope for his talent and energy, and after finishing each of his last three books he has spent weeks feverishly speculating

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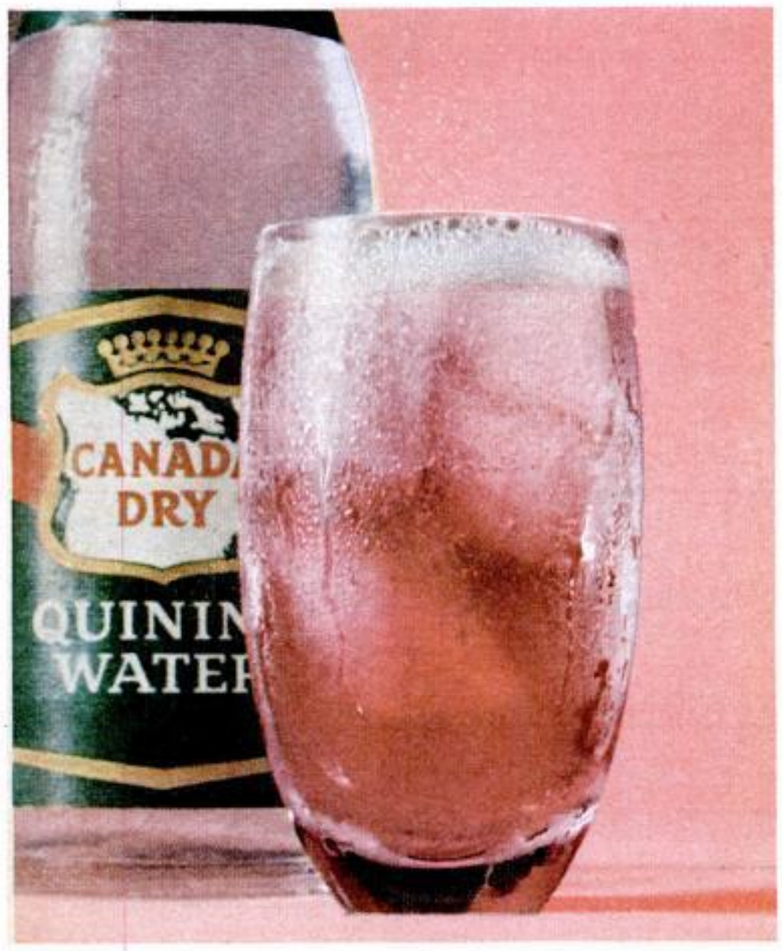
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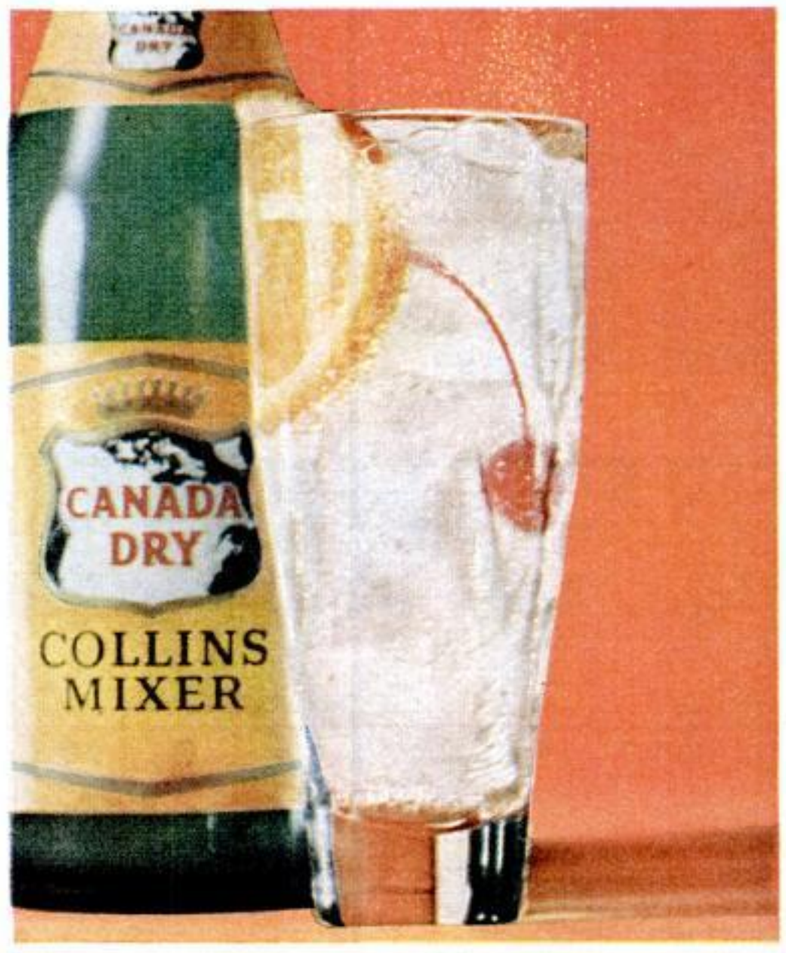
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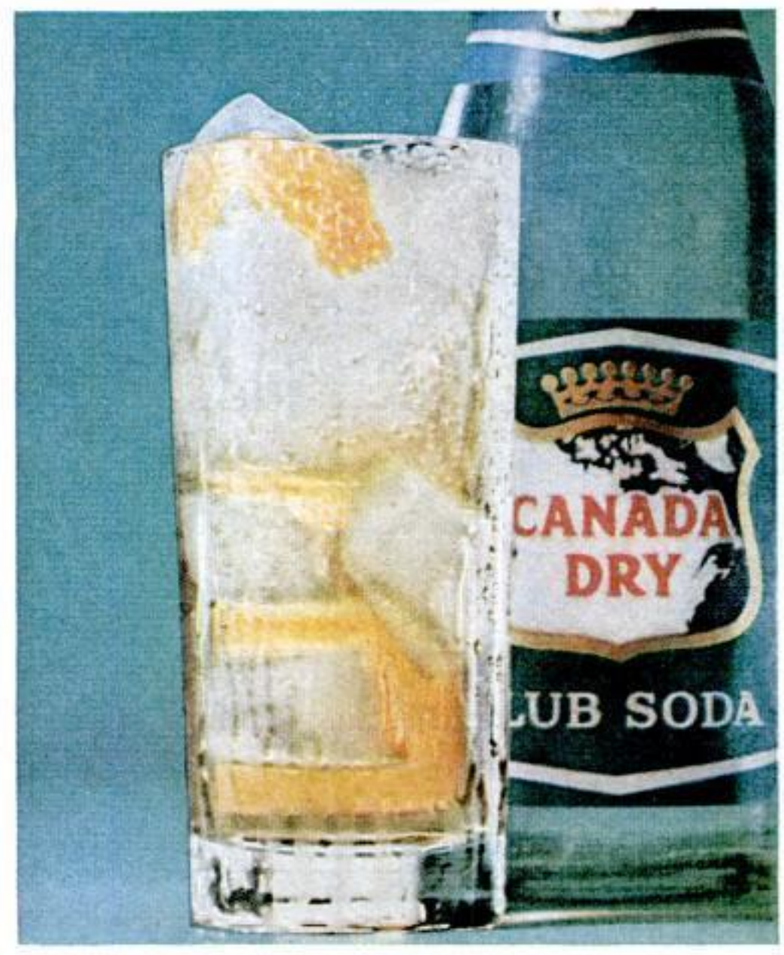
VODKA & TONIC: ½ glass crushed ice, 2 oz. Vodka, augment with *Canada Dry Quinine Water.* Tonic has a captivating dry, bitter-sweet flavor that enhances liquor's taste. Sparkling bubbles make a better tasting drink.



WINE & TONIC: Place 4 ice cubes in a tall glass, add 3 oz. (Red or White) wine, polish the flavor with delectable *Canada Dry Quinine Water.* Livelier bubbles speed liquid through system 80% faster than plain water.



GIN COLLINS: Place 4 ice cubes in a tall glass. Add 2 oz. Gin, fill with *Canada Dry Collins Mix.* This mixer has everything in it that makes tall drinks better for you... natural fruit flavor, bubbles that aid digestion.



SCOTCH & SODA: 2 oz. Scotch over cracked ice, fill with sparkling *Canada Dry Club Soda* with Exclusive "Pin-Point Carbonation" that aids digestion. Makes a very cool, light, warm-weather drink. Delectable!

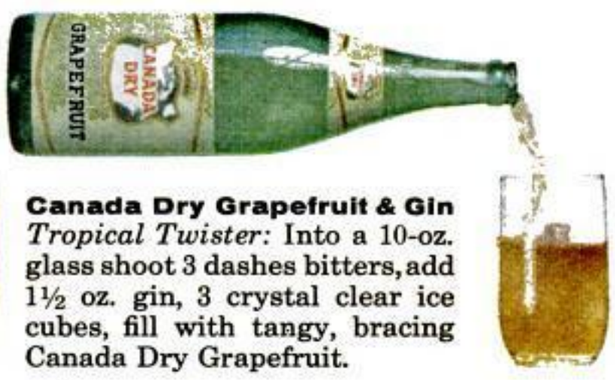
3 More New Coolers with Canada Dry Mixers



Canada Dry Hi-Spot & Vodka *Southland Special:* Pour 1½ oz. Vodka over ice cubes in tall glass. Fill with the delectable irresistible lemony flavor of Canada Dry Hi-Spot.



Canada Dry Collins Mix and Rum. *Calypso Cooler:* 4 ice cubes, pour 2 oz. Rum over natural True-Fruit flavor of Canada Dry Collins Mix. Makes smooth drinks that are easy to take.

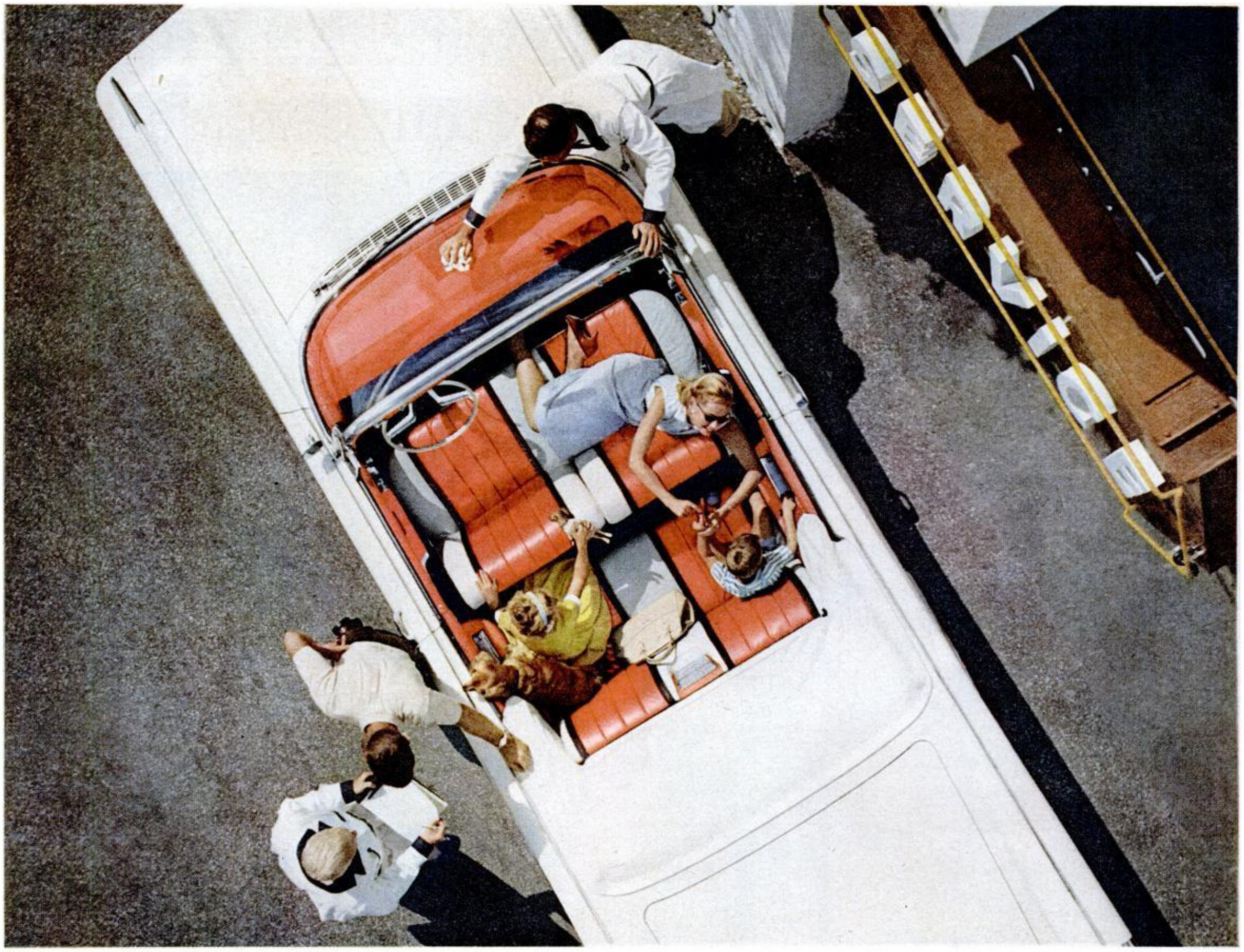


Canada Dry Grapefruit & Gin *Tropical Twister:* Into a 10-oz. glass shoot 3 dashes bitters, add 1½ oz. gin, 3 crystal clear ice cubes, fill with tangy, bracing Canada Dry Grapefruit.

AMERICA'S FIRST FAMILY OF BEVERAGES
CANADA DRY

Canada Dry makes 7 other world-famous mixers!

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SUMMER DRIVING pleasure starts . . . *and lasts longer* . . . with Guardian Maintenance—the quality concept in automotive service offered by your GM Dealer.

Guardian Maintenance is your best assurance of safe, trouble-free motoring. You're protected by *educated service* performed by men who are factory-trained . . . who work with factory-approved parts and modern equipment. You'll get service performed right the first time, to save you money in the long run. Once your car has been serviced the Guardian Maintenance way, you won't be satisfied with less. For a happier vacation, see your GM Dealer before you go!

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COMPLETE LUBRICATION Complete chassis lubrication, service air cleaner, check fluid level in both differential and transmission, change oil.

STEERING AND FRONT-END CHECK Adjust toe-in, caster and camber to factory specifications.

ENGINE TUNE-UP Adjust and clean spark plugs, install new points and condenser, adjust timing and carburetor.

ROTATE TIRES AND BALANCE WHEELS Rotate tires, including spare; balance all four wheels.

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on possible subjects. He is afraid that he is incapable of inventing fictitious characters as dramatic and intensely human as the live characters in his ghost jobs. But a life of John Donne? A life of Edgar Allan Poe? Publishers, after years of regarding him with suspicion, have swung the other way and now offer him enormous advances for the promise of a book—any book he may want to do. Over and over last winter Frank told himself he was duty bound to take advantage of these remarkable conditions and really do something, but the sum of his self struggle was only doubt. He seemed overjoyed when Zsa Zsa Gabor hove over the horizon, like some latter day Florence Nightingale come to rescue him from the Crimea of indecision.

"Zsa Zsa," he says in genuine excitement, "is unique. She's a woman from the court of Louis XV who has somehow managed to live in the 20th Century undamaged by the PTA. But is she really Zsa Zsa? Or is she playing the part of a character named Zsa Zsa? Is there some other kind of woman underneath? She says she wants to be all the Pompadours and Du Barrys of history rolled into one, but she also says: 'I always goof. I pay all my own bills.' Why," asks Frank, "did she send Hal Hayes's 45-carat diamond ring back to him? She says, 'I want to choose the man. I do not permit men to choose me.' But after that why did she have him escort her to the film festival at Cannes?"

Visiting the Gabors

IN attempting to solve these female mysteries Frank is currently leading a heady if baffling life. At one point he sought clues about Zsa Zsa's character by looking for family traits in a whole covey of Gabors who had assembled at Mama Gabor's house in Palm Springs. The experience, though stimulating, only compounded his problem. "The first thing I noticed," he says, "was the steam rising from their swimming pool. It had some kind of heating device which had apparently been on all week. The water looked as though it was about to come to a boil, but nobody seemed to care. I was there for lunch. Mama came downstairs wearing tight toreador pants, a tight sweater and high-heeled shoes. She was carrying a long cigaret holder. I realized that she was playing Auntie Mame. She went into the kitchen and Zsa Zsa's sister, Magda, turned on the phonograph and began dancing with a big poodle. Mama put something in the oven and then joined us in the living room. Pretty soon the food began to burn and big clouds of smoke began drifting through the house. Mama did not turn the oven off. She just closed the kitchen door and began cutting up some cold Hungarian salami for lunch."

If Zsa Zsa, like Mama, can be "as gay as a teen-age girl," she can also regard the world with calculating and realistic eyes. "You see that man at the table across from us?" she demanded one day as she was lunching with Frank at an expensive restaurant. "He is a gigolo!" Said Frank, startled, "Do you know him?" "No, no," said Zsa Zsa. "But he has not looked at me. He is a handsome man with a plain woman. Perhaps—just perhaps—he could be madly in love with that woman. But if he was a man who fell madly in love, he would still be curious about me and he would feel free to look at me. Perhaps he could be that woman's husband. If he was, he would certainly look at me. So—there is only one reason he does not look at me. He is not permitted to look at other women."

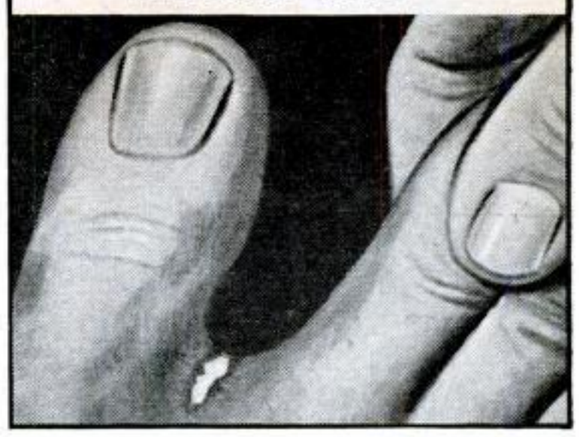
"Imagine," Gerold Frank says happily as he tells the story. "*Me* going to lunch with Zsa Zsa Gabor."



LUNCHING WITH ZSA ZSA, as per his dream, Frank indulges in champagne at New York's Pavillon while interviewing subject of forthcoming book.

Get after Athlete's Foot *FAST!*

BEFORE THIS—



Raw, red cracks between the toes, itching or peeling are the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act *fast!*

BECOMES THIS!



Left untreated, Athlete's Foot fungi burrow, spread. In advanced stage, like ringworm of the foot above, see your physician or podiatrist.

Absorbine Jr. kills 100% of Athlete's Foot fungi in laboratory test tubes in less than 5 minutes!

That tingling sensation you feel tells you *liquid* Absorbine Jr. is busy killing *all* the fungi it reaches—even in tiny cracks.

For a famous laboratory grew millions of Athlete's Foot fungi in test tubes and reported *every single one killed by Absorbine Jr.!*

And in carefully controlled clinical tests on patients, doctors reported Absorbine Jr. brought successful relief to the great majority of sufferers. Absorbine Jr. also comes in familiar family and hospital size bottles. At all drug counters.

Guaranteed by Good Housekeeping



New bottle ends risk of spreading Athlete's Foot. Simply dab Absorbine Jr. on infected area with sponge tip. No drip . . . no mess . . . you treat Athlete's Foot without touching it with your hands

America's No. 1 Formula for Athlete's Foot

Absorbine Jr.

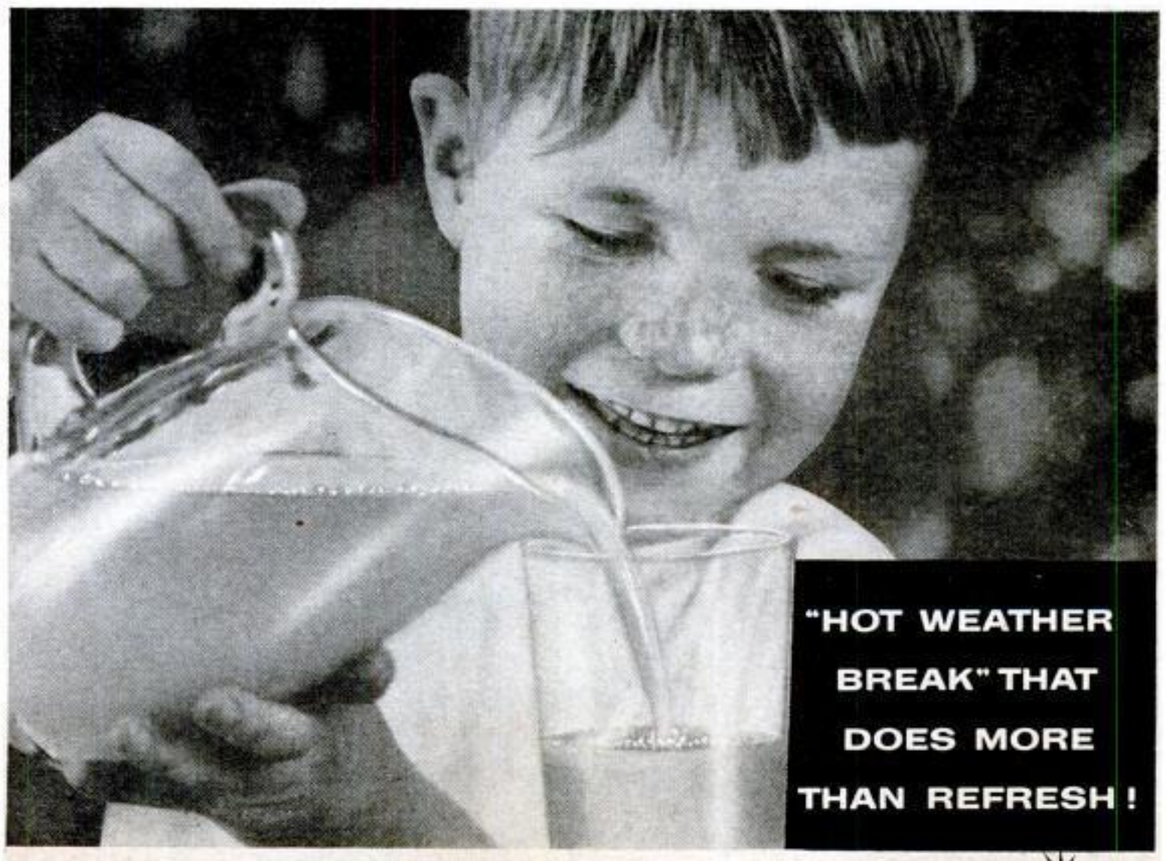
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This is the season to be jolly! Just look at all Serta has "gift-tagged" for you at sensational low prices . . . unbelievable savings. For a limited time only your Serta dealer offers you these five fabulous values in a "Mid-summer Yuletide" spirit . . . five of America's most-wanted types of sleep equipment . . . each *Serta*fied for comfort and value.

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SERTA-LUX DELUXE • Tuftless . . . no buttons, no bumps, no lumps • Extra "levelizing" layer • Special innerspring construction for firmness • Exclusive "Wonderful Day" cover • Evenly-spaced breathing vents . . . sturdy handles

SERTA-LUX . . . Finest value-priced smooth-top mattress • Special innerspring construction • Handsome, heavy-woven fabric cover • Crush-proof borders • Cross ventilation . . . easy-turning handles • Matching box spring

SERTA-PRINCESS SET. . . Stately headboard of modern textured fabric. Easy to clean • Luxurious Serta tuftless mattress – button-free • Decorator-designed cover • Matching box spring for firm support • Reinforced steel frame

SERTA-BARTON SET. . . Stylish, graceful headboard in modern washable fabric • Serta's finest tufted mattress value . . . comfortably firm • Sturdy matching box spring for full support • Special rugged steel frame

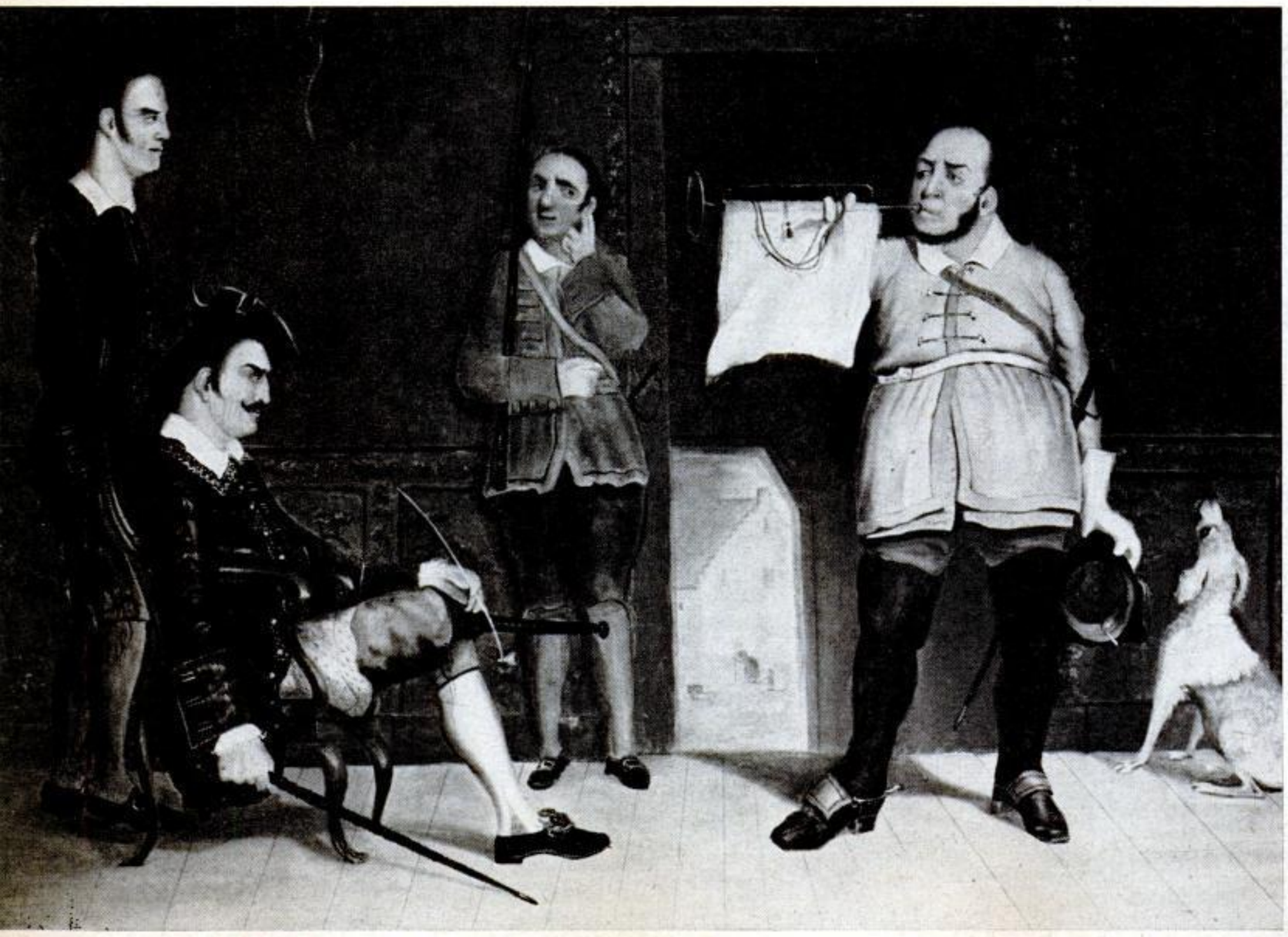
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Which leg is the phony?

A PUZZLE OVER PETE'S PEG LEG



PEG ON LEFT LEG, Stuyvesant was depicted by Ehninger angrily scolding a New Amsterdam cobbler who had been criticizing his rule. Paintings here are by courtesy of The New-York Historical Society.



PEG ON RIGHT LEG, the correct one, was painted in two different scenes (*above and right*) in which a glowering Stuyvesant is getting the bad news of a Dutch defeat by the Swedes in Delaware in 1654.



DR. HENRY KESSLER

One evening 20 years ago Henry H. Kessler attended *Knickerbocker Holiday*, a musical play about Peter Stuyvesant. Dr. Kessler is a leading specialist on amputee rehabilitation, and as he left the theater he pondered the remarkable medical comeback of peg-leg Peter, probably the first white amputee in America.

The irascible director-general of New Netherland had had a leg smashed while attacking a Caribbean island in 1644. An amputation then, especially in the tropics, was usually fatal, and Stuyvesant's recovery so interested Dr. Kessler that he began extensive research on the Hollander's postamputation history.

The first thing he found was that nobody agreed on which leg had come off. Painters were about equally divided and one muralist straddled the issue by switching in two neighboring scenes. But in *Peter Stuyvesant and his New York* (Random House) Kessler and co-author Eugene Rachlis have set the legacy straight with a little-known letter from Peter, who, in explaining to his bosses why his Caribbean campaign went badly, wrote, "No small impediment having been the loss of my right leg."



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is the place for Hellmann's

Treat plain, garden-variety vegetables with Oriental Respect! Honor them with Hellmann's® Mayonnaise . . . as is or with a Far Western or an intriguing Far Eastern accent! Hellmann's Mayonnaise is flavor-fresh, smooth and light . . . famous for whole eggs.



4. CAULIFLOWER 5. RADISHES 6. BEETS 7. TURNIPS 8. CUCUMBERS 9. PARSLEY 10. MUSHROOMS 11. CARROTS 12. SCALLIONS

1. Hellmann's Real Mayonnaise, right from the jar, discovers delicate new flavor in fresh vegetables.
2. Avocado Dip: Mash 1 avocado. Add ⅓ cup Hellmann's Mayonnaise, 1 tbs. lemon juice, 2 tsp. finely grated onion, dash of Tabasco.
3. Oriental Dip: Blend 1 c. Hellmann's Mayonnaise, 4 tsp. Soy Sauce, 1 tsp. powdered ginger, 2 tbs. chopped scallions, 2 tbs. milk, 1 tsp. vinegar.



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AS COOL AND CLEAN AS A BREATH OF FRESH AIR



- Finest leaf tobacco
- Mild refreshing menthol
- The world's most <u>thoroughly</u> <u>tested</u> <u>filter</u>!

With every puff your mouth feels clean...
your throat refreshed...

ALSO REGULAR SIZE WITHOUT FILTER

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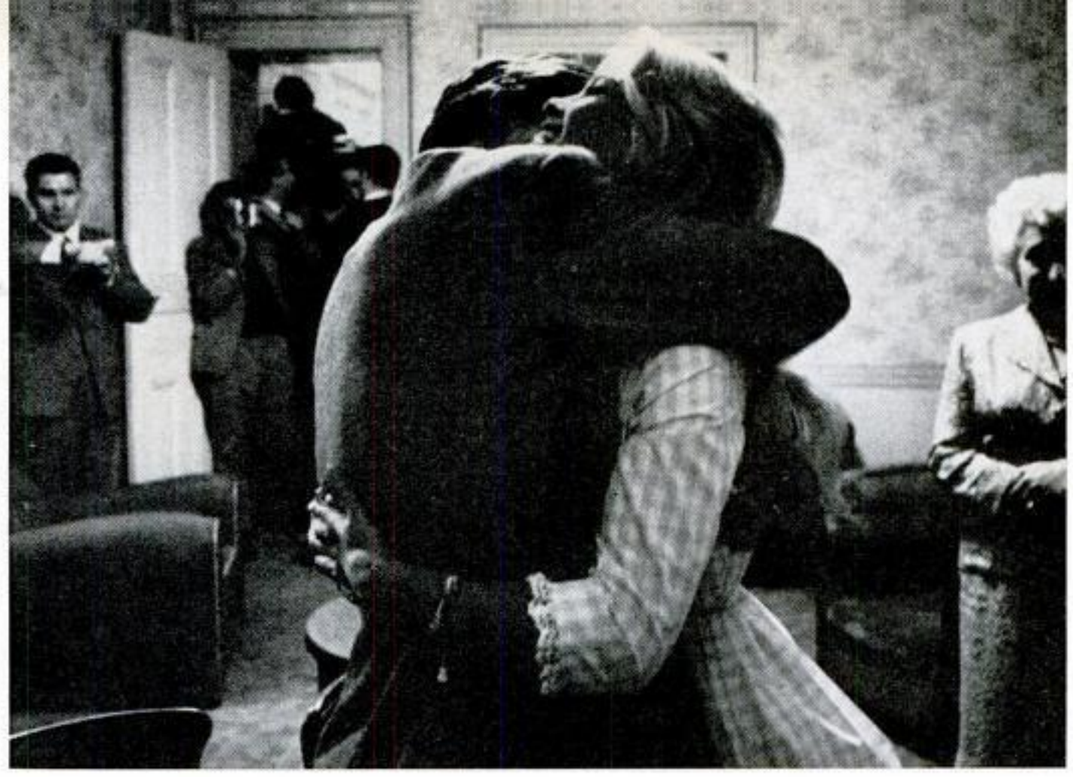
SWITCH FROM HOTS  ...TO 

Snow Fresh FILTER KOOL

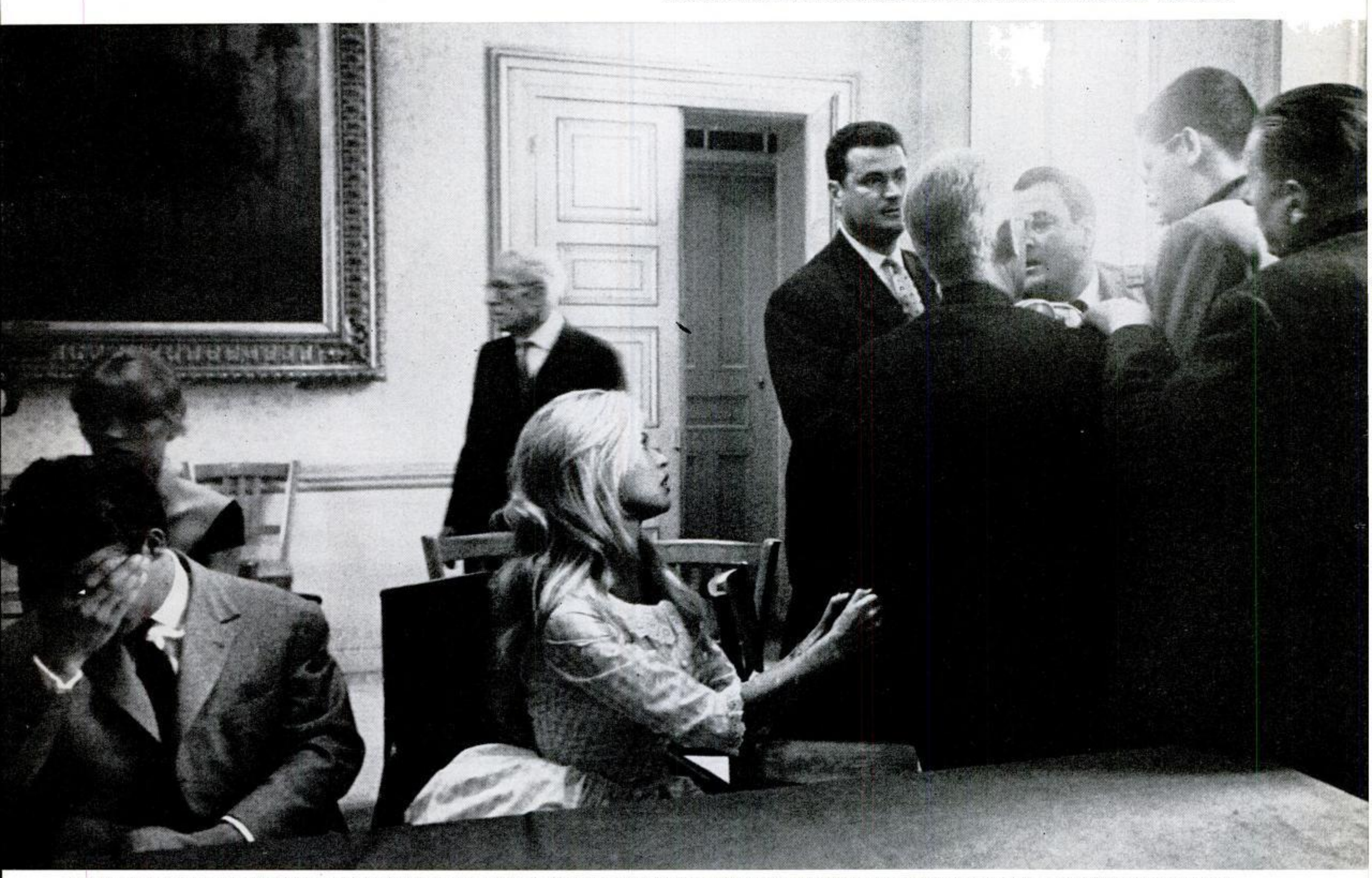
AMERICA'S MOST REFRESHING CIGARETTE

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Famous Bride's Small Wedding



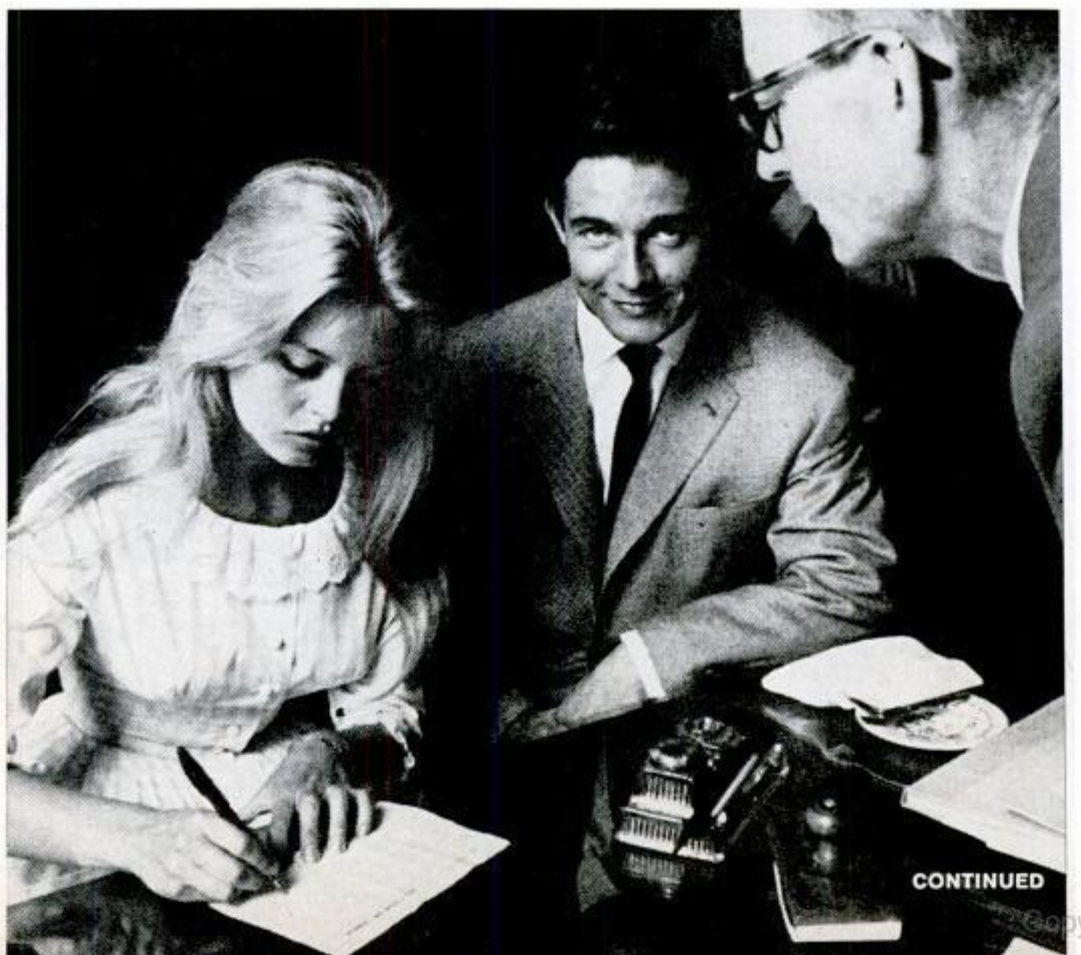
BEFORE CEREMONY IN TOWN HALL THE PAIR ENJOY A PRACTICED EMBRACE



DISTRAUGHT AT CEREMONY, BRIDEGROOM (LEFT) HIDES FACE AS BRIDE TRIES TO PULL FATHER AWAY FROM PHOTOGRAPHERS WHO HAD BROKEN INTO ROOM

HE was the charming son of a colonel in the French army. She was the gently bred daughter of a well-to-do French industrialist. In the sober town hall of Louveciennes, a sedate Parisian suburb, the mayor was about to unite the two in civil matrimony. Suddenly, a few score rowdies with cameras tried to break in and a most uncivil hubbub (*above*) broke out. The bride wept and declared she would not be married at all. The bridegroom hid his face in his hands. The bride's father, after trying to reason with the unwelcome guests, shouted, "Do you want me to bash in your face?" The mayor, chided by the bridal party over the unseemly interruption, threatened to walk out on the whole thing, exclaiming, "I'm not going to act like a prizefighter."

Eventually all the intruders, except for one old friend of the bride who was permitted to take some souvenir shots, were ejected and the pair pronounced their official "*ouis.*" Afterward the wedding party moved on to the country house of the bride's father, who is a manufacturer of medical supplies. There all the guests sipped select red and white wines while the bridegroom gallantly nibbled on the bride's bare toes. And so a whirlwind courtship (LIFE, May 18 and next page) came to a harmonious conclusion as Jacques Charrier, 23, married Brigitte Bardot, 24.

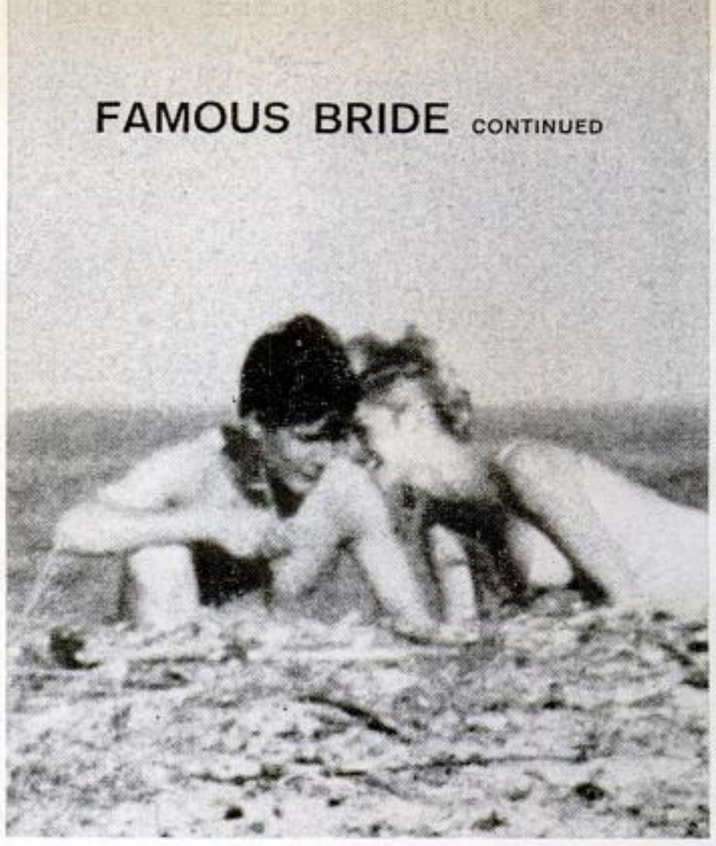


THE NEW MME. CHARRIER SIGNS BOOK AS HUSBAND AND MAYOR LOOK ON →

CONTINUED

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FAMOUS BRIDE CONTINUED







IN AFFECTIONATE COURTSHIP, caught by French photographers who pursued the couple during a recent vacation at St. Tropez on the French Riviera, Brigitte leans tenderly toward Jacques. He nuzzles her and gets a playful slap in return. The couple met after Brigitte had been divorced from her first husband.

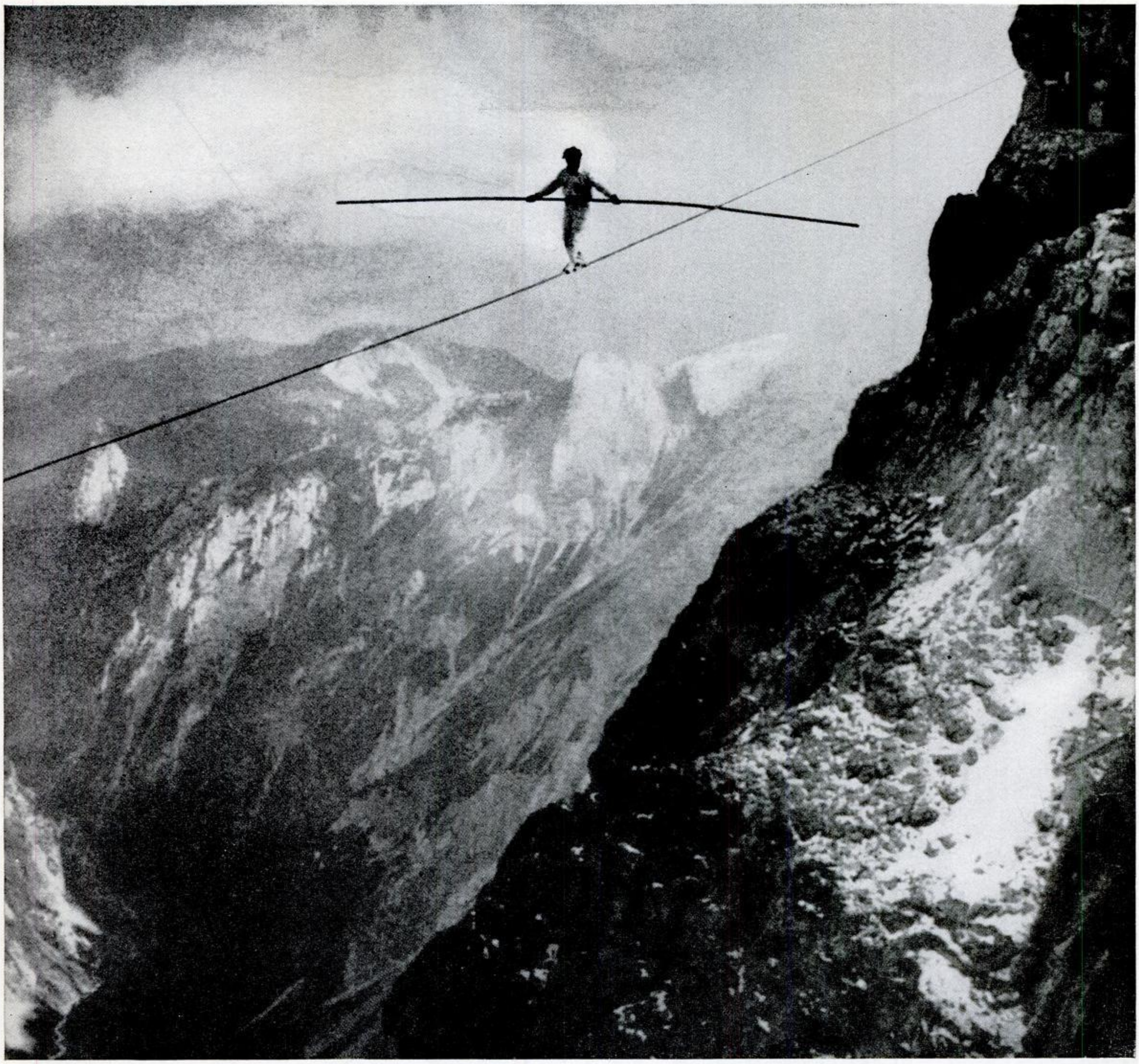


IN SHOW OF HUSBANDLY AFFECTION, JACQUES NIBBLES BRIGITTE'S TOES AFTER WEDDING. OTHER GIRL IS BRIGITTE'S ACTRESS SISTER MIJANOU (LIFE, NOV. 24)

INFORMAL FAMILY TOAST is drunk to and by newlyweds at wedding lunch. Clockwise from left: Alain Carre, Brigitte's private secretary; Maguy Mortini, her movie stand-in; her father, Louis Bardot; Jacques' mother; Jacques; Brigitte; Jacques' father, Colonel Joseph Charrier; Mijanou; Jacques' younger brother.



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Hans Hubmann from Black Star

The man who can't afford to make a mistake

In a very real sense, the man who advertises to you in magazines creates a tightrope for himself.

That tightrope is made up of the three obligations he takes on when he buys the privilege of informing you about his products . . .

FIRST, he informs you *publicly*. The information he gives you must be true—or the slips will stand out for all to see.

NEXT, he *competes* for your dollar in a printed message. You can see how his product stacks up to others.

FINALLY, he *promises* you in public print that his product will live up to the statements he makes about it.

So, you get all three—clear information, easy comparisons, printed promises. All while resting in your easy chair.

All from advertising in magazines like this.

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of LIFE and TIME.

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A FRINGE BENEFIT

This picture raises a what-is-it question. It might be an eccentrically barbered Indian who was frightened stiff, or it might be a fellow with his hair on fire, or it might be Yul Brynner with his wig slipping. Well, it is Yul Brynner all right, but he isn't wearing a wig. The hair belongs to Actress Kay Kendall who is standing close to him, facing him, during the filming in Paris of the comedy *Once More with Feeling*. Photographer Bob Landry, who added this latest to Brynner's gallery of goofy shaven-pated portraits (LIFE, Nov. 10, 1958), says he snapped the photograph when Yul and Kay were actually kissing. This raises another question—the ancient one of what happens to the noses. Landry didn't see and doesn't know.

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(continued from front flap)

The Revolution of Rising Incomes.

As the nation's output continues to climb during the Sixties, total personal income will keep pace. We will enter a wholly new stage in the continuing upward realignment of the nation's families on the income ladder.



The end of World War II saw the development of a real middle-income class -- those with incomes from $4,000-$7,500. By 1947 family units in this bracket had 43% of all disposable income. It was the emergence of this $4,000-$7,500 a year income group as a dominant force that destroyed the traditional gap between the mass market -- mainly for drab, functional necessities -- and the small "class" market for luxuries, on the other. It created a gigantic new "mass-class" market.

Today there are about 22 million family units in the middle-income group (a gain of 30% over 1947). And within that group there are now 7 million with more than $6,000 income fast closing the gap to the next higher income level. The number with more than $7,500 has doubled since 1947 to over 12 million. The number of under-$4,000 family units has declined both relatively and absolutely. Today only two-fifths of all family units are under $4,000.

By 1970 families with incomes over $7,500 will be 45% of all families (and of these three-fifths will have over $10,000); the middle income families will be 39% and those under $4,000 will be only 16%.

In the Sixties the number of families in this over-$7,500 group will grow to nearly 25 million. They will receive over $300 billion out of the $500 billion total of all after-tax incomes. Thus, these families, in dollar terms, will constitute over 60% of the market.

By 1970 three families in four will have incomes of more than $4,000 a year -- the point at which "discretionary spending" (i.e. spending for products and services beyond the basic necessities) begins. By 1970 the under-$4,000 group will have gone into a steep decline, decreasing to 17 million, or only about one-sixth of the total. (A large proportion of these under-$4,000 "family units" will be young people starting out on

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their own. Another large proportion will be retired couples, widows, etc. living on Social Security and pensions -- free, therefore, to spend their entire incomes without the need to build up savings.)

The Age of Discretion.

The growth of the $7,500 and over group into the dominant income class in the Sixties will revolutionize consumer markets all over again, FORTUNE predicts, for it will mean an explosive widening of discretionary spending -- therefore, of the range of choice exercised by consumers.

When a family moves over the $7,500 line, about half its income is discretionary, and the range of options is so wide that it is no longer just a question of this purchase or that purchase, but of choosing a whole style of life.

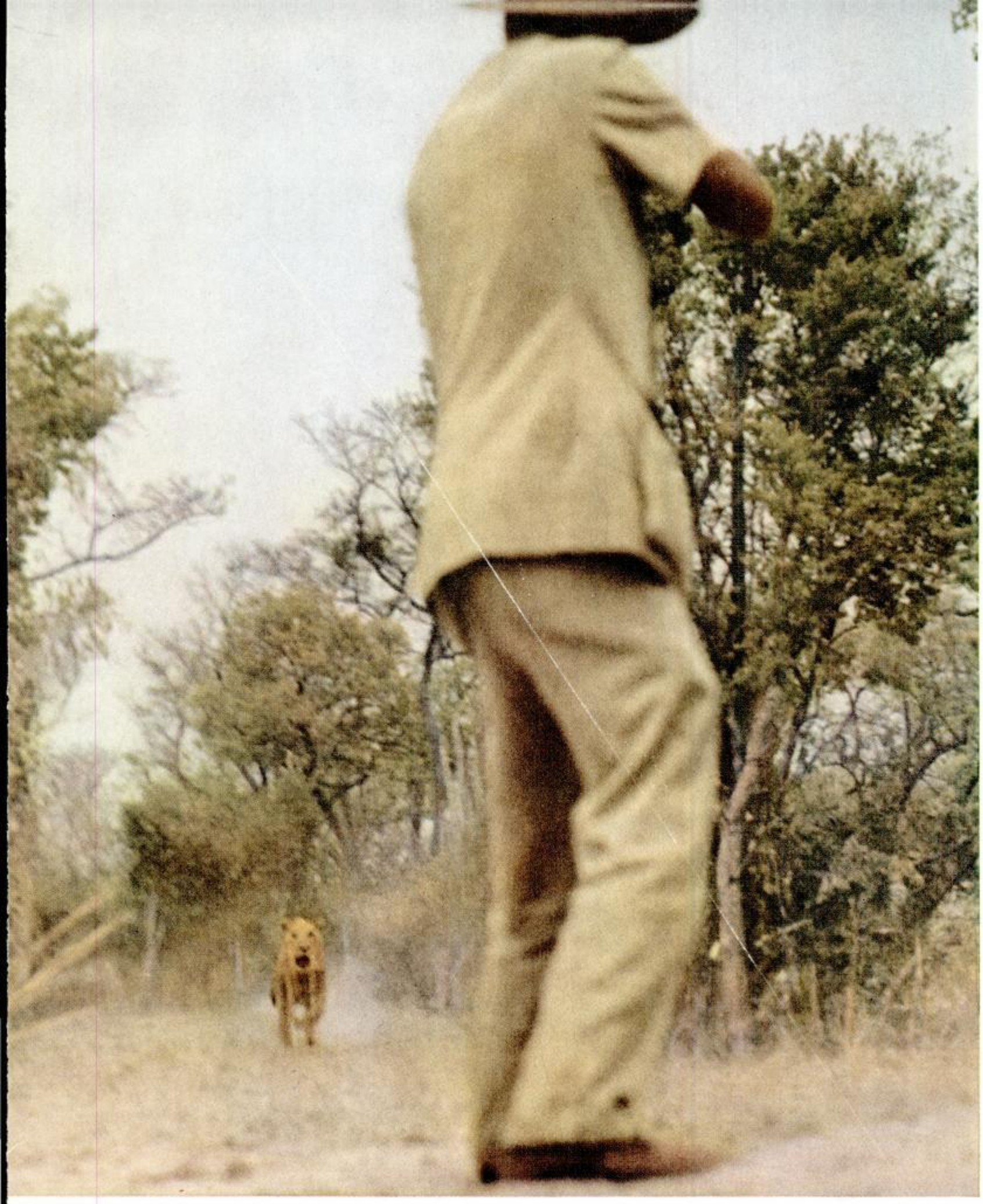
Today there is some $135 billion of discretionary income in the U. S. Between now and 1970, these discretionary dollars will just about double, to some $255 billion. More than half of all disposable personal income will be discretionary in 1970 and the bulk of this discretionary income -- perhaps 85% -- will be in the hands of the 25 million families with more than $7,500 income a year.

—Thus, certainly a BIGGER market for all in the Sixties. Next week we'll examine some further characteristics of the market likely to influence the way people will spend their dollars in the next decade.

Clay Buckhout

MARKET OF THE 60s

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Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

Life-or-death moment for a big-game hunter

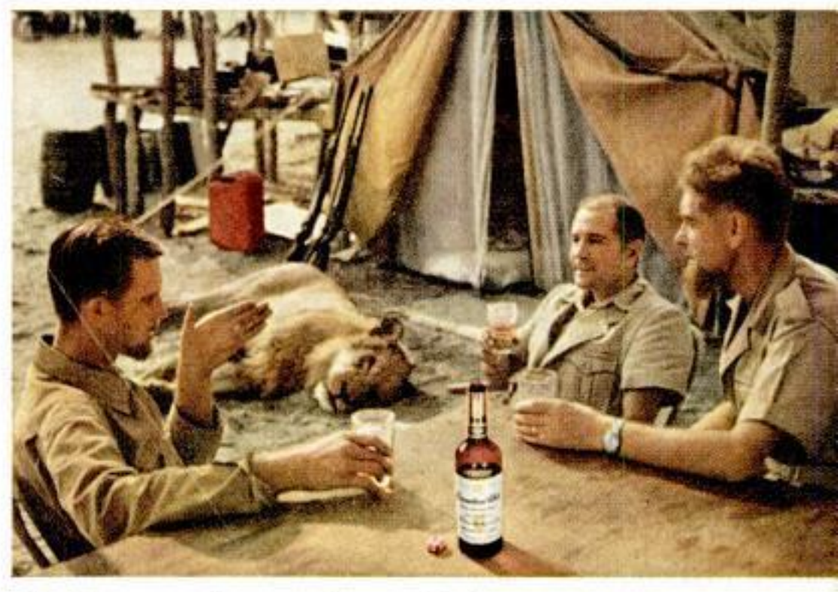
1. "A full-grown lion is dangerous. 'And make no mistake about it,' professional hunters told me. How right they were," writes Ron Shanin, an American friend of Canadian Club. "Three days' journey north of Victoria Falls, in the high plateau country of Northern Rhodesia, a lion jumped me without warning. I raised my .458 Winchester and squeezed off a shot. Hit solidly, the lion still came on.



2. "Game to the last, the lion was almost upon me before it dropped. (The photographer fainted as he took this picture.) A lion usually flees. We must have startled this one at close range to trigger its attack.



3. "The hated lion was a light burden to the joyful Barotse tribesmen. They wouldn't eat the meat (taboo) but they made us heroes for ridding them of a cattle-killer. Only after the lion was dead did I realize how close it had come. Much *too* close!



4. "Our real reward came back at camp where we were greeted with glasses, ice and whisky. As on most safaris, 'whisky' meant Canadian Club."

Why this whisky's worldwide popularity? Only Canadian Club has a distinctive flavor that captures in one great whisky the lightness of scotch and the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it.

You can stay with it all evening long . . . in short ones before dinner, tall ones after. Canadian Club is made by Hiram Walker, distillers of fine whiskies for over 100 years. It's "The Best In The House" in 87 lands.

6 years old • 90.4 proof • Imported from Canada

Canadian Club



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You can't miss with Lucky Strike.
You're sure of its tobacco—fine, mild, golden-rich.
You're sure of its taste—full, fresh, unforgettable.



Get the genuine article...

Get the honest taste of a LUCKY STRIKE

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